EVERGREEN
TOURISM DESTINATION AREA STUDY

BAHNUK AND WRIGHT

BUTLER KREBES ASSOCIATES LTD.
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March, 1984

84- 2879 /

CANADA

To Whom It May Concern:

The enclosed consultant's report provides an inventory and assessment of the tourism resources in Evergreen, Tourist Zone 7 of Alberta. Potential tourism development opportunities are identified.

It should be noted that the report does not represent government policy. Rather it is the initial step in the destination area development process. As the second step, Alberta Tourism and Small Business is seeking input from the general public, the private sector, and other government agencies with an interest in the area. Over the next few months open houses and meetings will be arranged to obtain your input and to discuss the report.

If you have any comments relative to the report, please forward them to:

Planning Unit
Development Branch
Alberta Tourism and Small Business
12th Floor, Capitol Square Building
10065 Jasper Avenue
EDMONTON, Alberta
T5J 0H4

Further opportunities to discuss your feelings about this report and the tourism potential in the area will be available at the public drop-in sessions. Dates and details of these meetings will be advertised in local papers.

Additional copies of this report are available by contacting the above address, or by telephoning 427-4340.

Sincerely,

D.A. Hayes
Assistant Deputy Minister
Tourism Division

DAH:CLM:kjm

Alberta Tourism and Small Business, 10065 Jasper Avenue, Edmonton, Alberta, Canada T5J 0H4 - (403) 427-4321 - Telex 037-3651

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PLANNING UNIT, TRAVEL ALBERTA
ALBERTA TOURISM AND SMALL BUSINESS

BAHNUIK AND WRIGHT
10503 - 122 Street
Edmonton, Alberta

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EXECUTIVE SUMMARY

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This study is one of a series of studies undertaken by Travel Alberta throughout the Province. It represents an inventory of natural, cultural, and physical resources and tourism opportunities for the Evergreen Tourist Zone 7, excluding the Grande Cache area which was covered in an earlier study. The study also identifies tourism themes and development opportunities which could be undertaken locally by the private sector, service clubs, and associations. Identified opportunities include promotional ideas, organizational changes, expansion of existing ideas/ facilities/ services, and capital projects. Emphasis is placed on ideas which could attract private sector investment.

o Regional Setting

The study area lies between Edmonton and Jasper National Park, and is traversed by Highway 16, the Yellowhead Highway. Except for the most eastern portion, the Zone is sparsely populated. The main generators of employment are resource related industries including forestry, coal mining, oil and gas production, and agriculture. Population in the region is growing, with major increases expected in Hinton and Edson, based on the anticipated development of several coal mines in the Coal Branch area.

o Biophysical Resources

The region is characterized by a transition from agricultural plains to forested foothills and mountains. The Zone exhibits a diversity of landscape settings; however, the landscape transitions are gradual. Much of the Zone is forested crown land, suitable for dispersed outdoor recreational activities such as fishing, hunting, and camping. Key features in the eastern portion are several major lakes and the Glory Hills area. In the west, a variety of biological, physical, and visual/aesthetic features are found along the Rocky Mountains and foothills.

- Cultural and Historical Resources

The Zone has a number of historical resources with tourism potential. The Yellowhead corridor between Edmonton and Jasper has been used as a transportation route for exploration of the West, furs, coal, timber, homesteaders, and contemporary highway and rail traffic. A museum, interpreting the transportation theme, and events recreating period travel and activities could be developed as tourism opportunities.

Historic churches at Lac La Nonne and Rexboro, local streetscapes, a ferry crossing near Rosevear, and the Pierre Grey trading post near Grande Cache, all provide opportunities for stops on walking and auto tours. The Coal Branch contains very good historical, industrial, and natural resources that can be integrated into an Alberta Exploration Guide highlighting this area.

Coal, oil, gas, electrical power generation, limestone extraction, timber, and agricultural industries all exist within the Zone. Some of these industries have the resources and positive attitudes required to develop "industrial tourism" attractions and opportunities.

The Multicultural Heritage Centre at Stony Plain and the Alberta Forestry Museum in Hinton are good resources which can be further developed. Palaeontological and prehistoric resources are either underdeveloped or of local significance, as are archives in the Zone, and represent little opportunity for tourism development.

- Physical Tourism Resources and Services

The existing variety, range, and strategic location of key tourism related facilities and services, including fixed roof accommodation, food and beverage facilities, and automobile supply and service outlets, are strong attributes in catering to tourists visiting Zone 7. These key facilities and services are concentrated in urban centres located along major regional travel corridors.

The present inventory of public recreational lands and facilities within the Evergreen Zone is adequate and is capable of providing the tourist with a choice of camping experiences ranging from a primitive campsite in a remote setting to a fully serviced campground including and/or adjacent to various recreational facilities and services in close proximity to large urban centres.

Existing private seasonal campgrounds, concentrated around lakes (within 100 kilometres west of Edmonton), have been providing Alberta residents with an opportunity to park their motorhomes or campers on a seasonal or year-round basis. These campgrounds are of particular interest to those Alberta residents unable to purchase/lease cottage properties, or those residents who are not interested in cottage investment, but wish to vacation (camp) near water resources in close proximity to their permanent home. Occupancy at private seasonal campgrounds is presently at capacity. The occupancy levels and primary research suggest a need for additional seasonal facilities close to the large Edmonton market.

The lack of detailed and qualitative information on the Evergreen Zone's facilities, services, events, and attractions, combined with inadequate information dissemination, advertising, and promotion has hindered the potential growth of the Zone's tourism industry, because visitors are not made aware of all the tourism opportunities that are available. For example, when identifying fishing opportunities in a specific area, additional information should be provided as to what type of fish are available; where they can be found (specific streams, rivers, or lakes); when the season is open; what rental equipment (boats, fishing equipment, etc.), accommodation, and auto/food services are available; as well as what events and attractions are occuring that may be of interest to the visitors during their stay. Providing more detailed information about specific activities, as well as related services, facilities, and attractions (as a package), will not only attract visitors, but may encourage them to extend their stay.

The majority of annual events held within the Evergreen Zone are of local significance and interest. Three or four events have potential beyond the local level, but need more aggressive publicity in order to realize their full potential.

The specialized physical tourism resources and services (i.e., ski resorts, guest ranches, trail riding, etc.) in Zone 7 are primarily associated with outdoor experiences. Opportunities for outdoor experience are plentiful within the Evergreen Zone; however, the number and variety of existing specialized operations require expansion in order to capitalize on these opportunities (i.e., fishing, trail riding, river rafting). Many of the seasonal resources and services provide some of the better possibilities for existing operators to expand or offer outdoor related opportunities. In addition, development and promotion of specialized operations should be encouraged since they could be important contributors to the tourism industry in Zone 7.

- Tourism Markets and User Profiles

The tourism industry of the Evergreen Zone has experienced a steady growth over the past decade; however, the Zone does not receive as many visitors annually as other tourist zones in southern and western areas of Alberta.

Local and regional residents, especially from Edmonton, comprise the largest and strongest market. Visitors generally are taking day-use and weekend trips to the Zone rather than long term vacations. Primary research indicates that a strong demand exists, primarily from Edmonton and communities adjacent to Zone 7, for private seasonal and/or year round camping and water based recreational facilities.

Residents of British Columbia are the largest non-Alberta resident tourist market for the Evergreen Zone, followed by residents from Saskatchewan, Manitoba, and Ontario respectively. British Columbia is a growing market and because of its proximity, is important to the Evergreen Zone.

A greater than average number of visitors travel to the Zone in private vehicles (when compared to Alberta as a whole), probably because of the poor rail service and lack of scheduled air service in Zone 7. The largest expenditures by both Alberta residents and non-Alberta residents are for automobile oil and gas, food services, and accommodation, respectively.

Jasper and Edmonton are not only the main entry points into the Evergreen Zone, but also serve as the source, and potential source, of additional visitors to the Zone. The Zone must establish an aggressive marketing and information distribution strategy to capture a greater share of this market.

o General Opportunities

Tourism opportunities are identified in Chapter 3.0. The following recommendations and conclusions were derived from an analysis of opportunities and constraints in the Zone:

- develop a "divert and detain" strategy for pass-through traffic on major highways,
- develop the tourism industry through a series of "incremental gains",
- be more responsive to specialized markets,

- provide an aggressive educational and business counselling service (sponsored by the Evergreen Tourist Association),
- expand "industrial tourism" opportunities in the region,
- seek improvements in capitalizing new ventures,
- adopt an improved strategy of dissemination of Zone information,
- initiate a program of access roads/trails designation for a variety of backcountry users, and
- adopt a multiple theme promotional strategy based on characteristics of sub-areas in the Zone.

o Tourism Development Units

Based on the general recommendations and conclusions derived for the whole Zone, specific tourism opportunities were identified and clustered into tourism development units. Tourism development units are destination areas of integrated and mutually supportive tourism opportunities. Eight units were identified based on unifying resource characteristics, tourism use, access, and thematic integration. Map 2 on page 64 illustrates these units.

o Yellowhead Corridor

- tourism theme "Quality Travel Route",
- expanded service centres at Spruce Grove, Evansburg/Entwistle, Edson, and Hinton,
- innovative facilities and services such as special menus,
- tours, events, and attractions such as an auto tour guide, interpretive viewpoints, and a thematic children's park,
- develop an auto access campground (private sector) at Obed Summit integrated with Alberta Forest Service's hiking and cross-country skiing trails,
- scheduled commercial air service for Hinton, and
- more co-operation between Evergreen Tourist Association

and Yellowhead Highway Association.

- o Edmonton's Lake Country
  - themes of "Backyard Resort" and "One Day Vacations",
  - "backyard resort" opportunities such as:
    - -- seasonal campgrounds
    - -- expansion of existing resorts (i.e., Swiss Valley and Lake Eden Resorts), and
    - -- new four season resort, possibly on Lake Wabamun.
  - expand the scope of Stony Plain's Multicultural Heritage Centre,
  - expand agricultural theme opportunities such as:
    - -- farm/ranch vacations,
    - -- farm day use and overnight facilities,
    - -- better promotion of Spruce Grove's Agricultural Fair, and
    - -- grain elevator interpretive centre operated as a revenue generating venture.
  - energy production theme opportunities including viewpoints, plant tours, and a school curriculum guide, and
  - "one day vacation" auto tours.

- o Paddle River
  - theme of "Agri-Country Recreation"
  - water based recreational development at Paddle River Reservoir,
  - farm vacations, and
  - Sangudo staging area for commercial boating on Paddle River.

- o Brazeau Backcountry
  - theme of "Backcountry Recreation"

- business enterprise offering seasonal accommodation, fast food services, and recreational equipment sales and rentals, adjacent to the Alberta Forest Service campground at the Brazeau Reservoir,
- upgrading guiding and outfitting services,
- system of backcountry lodges and trails,
- commercial boating (powered and non-powered) leaving from Drayton Valley,
- Pembina Oil Fields and Brazeau Dam points of interest on energy production auto tour, and
- auto campground at Highway 22 crossing of North Saskatchewan River (operated by Drayton Valley).

o Edson

- theme "Historic Yellowhead Corridor",
- transportation/accommodation packages for skiers,
- specialized hospitality and recreational services such as:
  - -- children's theme park,
  - -- recreational vehicle campground, and
  - -- specialized restaurants.
- backcountry support services such as outfitters and equipment rentals, and
- opportunities to become focal point for the Historic Yellowhead Transportation Corridor theme:
  - -- expand scope of Galloway Station Museum to include entire transportation history of Yellowhead Corridor, and
  - -- develop trails, i.e., old rail alignments and Edson-Grande Prairie Trail.

o Coal Branch

- theme of "Touring the Coal Branch",
- prepare an Alberta Exploration Guide highlighting the

Gregg Mine pit face, alpine environment, Mountain Park, community of Cadomin, forestry operations, and other resources, and construct on-site supportive facilities (i.e., viewpoints and signage), and

- develop and operate (private sector) an auto access campground at Cadomin.

o Hinton

- theme of "Western Hub of Evergreen Zone",
- expand St. Regis Marathon Cross Country Ski Race,
- day trip packages,
- improve promotion of events,
- promote shopping,
- expand promotion of Recreation Centre,
- tours and attractions based on industrial and resource extraction themes,
- expand Alberta Forestry Museum and combine with orientation theatre,
- improve the character of the upper town highway strip, and
- catalogue, map, and publish information on backcountry access roads and trails.

o Western Wildlands

- theme of "Wildland Experience",
- expand wildland services and facilities including outfitting, staging areas, and trails,
- develop privately operated food/accommodation/instruction packages for individuals to learn backcountry skills,
- develop staging areas for hiking and horseback excursions into Jasper National Park and Willmore Wilderness Park, and

- expand highway services at Grande Cache after completion of highway to Grande Prairie.

Summary

Presently, and for the next 5 - 7 years, the Evergreen Zone's existing facility and natural resource base is adequate to serve tourists visiting Zone 7. The major constraints to the expansion of tourism in Zone 7 are the lack of attractions, events, activities, tourist oriented programs and services, and inadequate promotion and advertising. It is hoped that the ideas presented within this document will encourage and stimulate the private sector to implement tourism development opportunities and identify new ones.

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Periodic reviews of the work were undertaken by a Steering Committee formed under the auspices of the Planning Unit of Travel Alberta. Steering Committee members are as follows:

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1.0 INTRODUCTION

1.1 Background

The Tourism Destination Area Study for the Evergreen Zone (Zone 7) is one of a series undertaken by Travel Alberta throughout the Province. This study represents the first phase of the Destination Area Planning Process consisting of four components:

1) Tourism Opportunities (inventory and analysis),
2) Development Concept (objectives/opportunities/constraints),
3) Specific feasibility assessment, and
4) Implementation (by private enterprise, or provincial/municipal government agencies with support by Travel Alberta in promotion and marketing).

The main purpose of this study is:

> "To inventory and evaluate through preliminary feasibility analysis, specific opportunities and constraints relating to the orderly and systematic development of the tourism industry in the Evergreen Tourism Destination Area. Particular attention will be paid to opportunities for private sector involvement in Tourism Development."

This report contains both raw data and organized ideas for the development of tourism in the region. The report is intended for use by three primary audiences.

1) Zone officials, regional administrators, and interested residents who want an overall comprehension of tourism in the region,
2) potential entrepreneurs and their representatives who need specific data and ideas, and

3) Travel Alberta planners who will continue the Tourism Destination Area Planning Process for the region and the province as a whole, and who require precise technical information.

To accommodate these diverse requirements, information in the report has been carefully organized. Readers interested in an overview should start with the Executive Summary and Chapter 3.0, Tourism Opportunities. The background inventory information and market analysis (with increasing technical content) follow in the main body of the report. For those interested in raw data, Appendix A - Tourism Attractions, provides a comprehensive listing of Biophysical Resources, Cultural and Historical Resources, Events, and Physical Tourism Resources.

The technical requirements of this study necessitate the utilization of terminology taken from several background disciplines. To avoid terminology becoming a barrier for other related disciplines or interested laypersons, a glossary of terms is available in Appendix B. A review of the following glossary terms is advised for all readers:

- tourism destination area,
- tourism opportunity, and
- tourism development unit.

1.2 Study Area

An important distinction is illustrated on Map 1 - Study Area. The study area does not extend to the full limits of the Evergreen Zone because of a prior tourism inventory and assessment study conducted in the Grande Cache area.

The Evergreen Zone (Zone 7 as a whole) is one of fourteen tourism zones as shown on the key plan of Map 1. It comprises some

278,700 square kilometres of primarily forested and lightly populated lands west of Edmonton.

The Zone is managed by the Evergreen Tourist Association which is a member of the Travel Industry Association of Alberta (TIAALTA). The Evergreen Tourist Association is an organization of private business representatives, chambers of commerce, local municipalities, and concerned individuals who volunteer their time to promote the growth and development of tourism in the Zone. The Association's operation is managed by a salaried individual who reports to a Board of Directors.

The Evergreen Zone completely comprises the Counties of Lac Ste. Anne (#28) and Parkland (#31) plus Improvement District #14. Zone and municipal boundaries generally coincide except for the extreme northwest, where some 4,850 square kilometres of Improvement District #16 have been included.

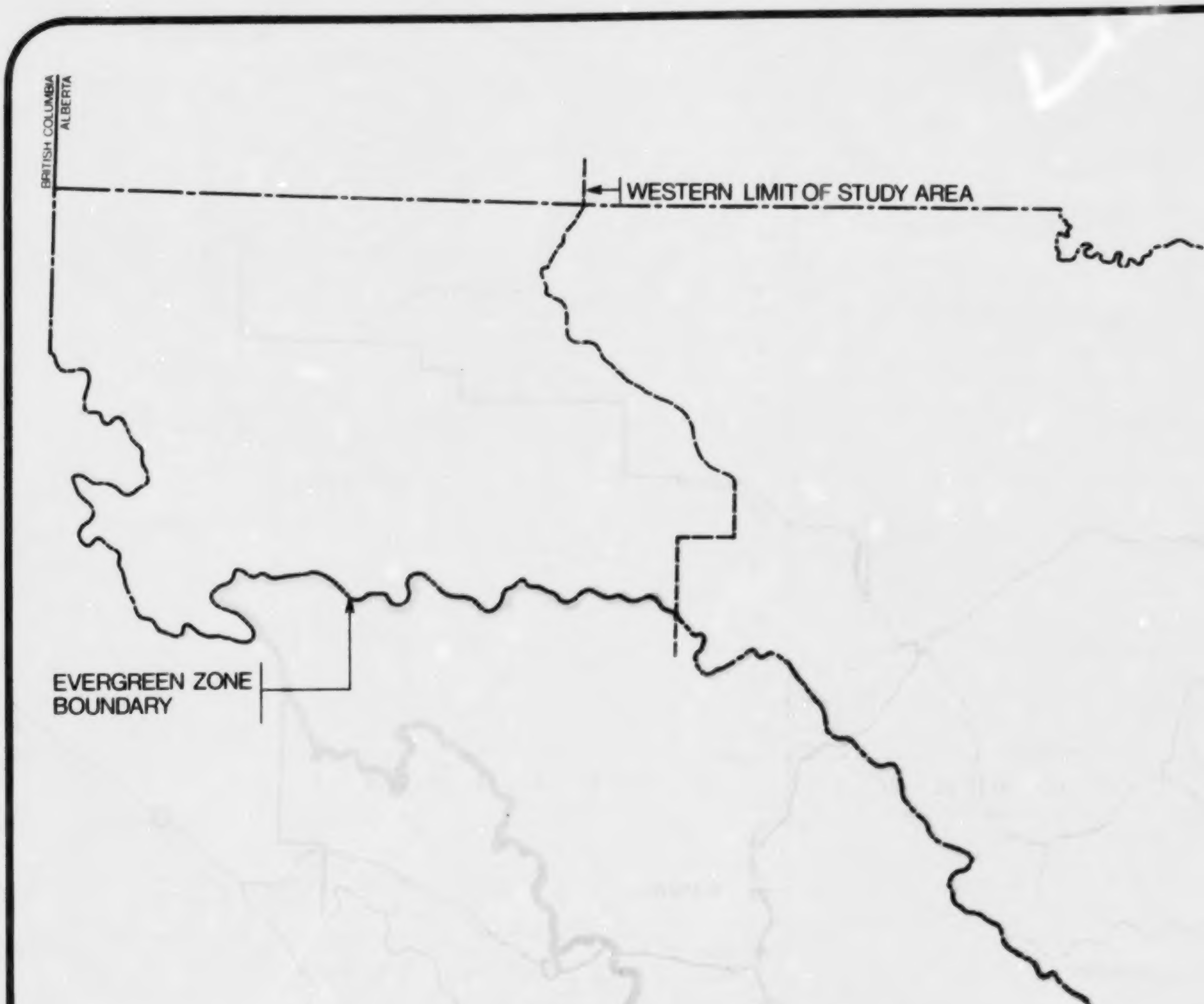
The study area proper excludes the Willmore Wilderness Park and district surrounding Grande Cache. This area was the subject of the report entitled Tourism Alternatives for Grande Cache (MTB Consultants Ltd., 1979). Findings from the 1979 study were reviewed and incorporated in the formulation of tourism opportunities in terms of inter-relationships or linkages to adjacent areas of the Evergreen Zone. Phase II of the Planning Process, to be undertaken by Travel Alberta, will cover the entire Evergreen Zone, including the Grande Cache area.

The size of the study area is 273,832 square kilometres. Its major communities are Spruce Grove, Stony Plain, Drayton Valley, Mayerthorpe, Edson, and Hinton. The dominant internal feature influencing transportation is Highway 16, the Yellowhead Highway.

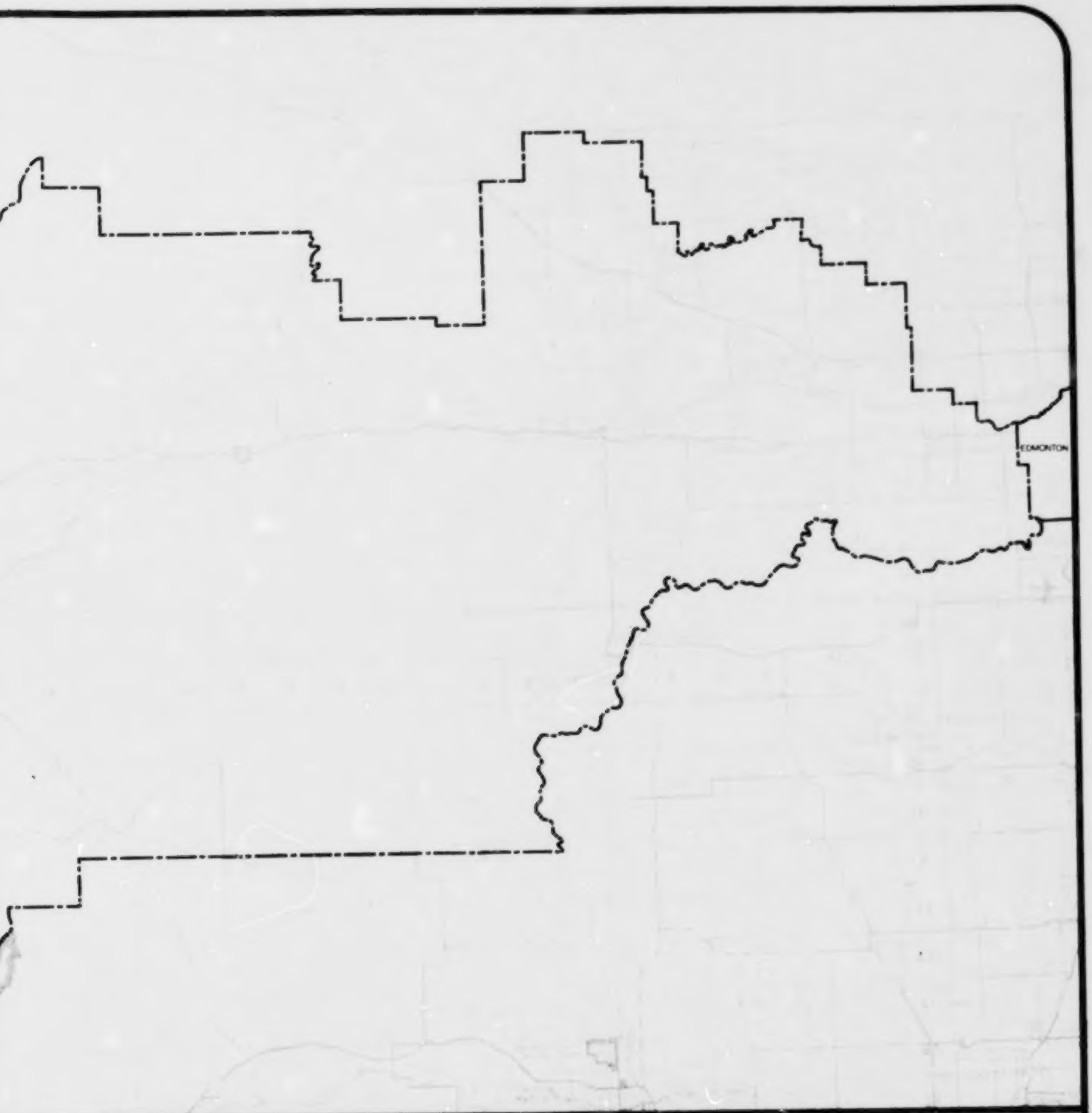
The Zone is in a favourable location for the growth of the tourism industry. These factors are discussed in greater detail in subsequent chapters. Some key implications for the Zone are introduced below:

- Edmonton, a major source of tourism and recreation demand,
- Jasper National Park, a tourism destination area of national stature which sometimes overshadows the Evergreen Zone but also can provide economic spin-offs,
- the Yellowhead Highway, which is a transcontinental route extending from Prince George , British Columbia to Portage La Prairie, Manitoba and which directs a considerable volume of traffic through the Zone,
- Highway 43 (north), which connects to the Alaska and Mackenzie Highways,
- Highway 40 (north), which is being extended from Grande Cache to Grande Prairie and therefore opens a completely new market to the Zone,
- Highways 22 and 60, which serve as alternate routes from southern Alberta into the region, and
- the growth and close proximity of the British Columbia market.

Other gateways into the region include the Edmonton International and Municipal Airports, and the Hinton Airport. Passenger train service is available from Edmonton to Jasper three times weekly with stops at Evansburg, Edson, and Hinton.



BASE MAP SUPPLIED BY ALBERTA ENERGY AND NATURAL RESOURCES, 1983



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EVERGREEN
TOURISM DESTINATION AREA STUDY

1.
STUDY AREA

2.0 METHODOLOGY

2.1 Study Objectives and Approach

The study was guided by the following stated objectives*:

- to inventory natural, cultural and historical landscape features as they pertain to tourism potential and existing and potential tourism facilities, events, attractions and services in the study area;
- to provide background information to assist in the preparation of a regional tourism destination area plan;
- to determine (on a preliminary basis) the feasibility of developing attractions, activities, facilities and services that could be made available to the tourist in the Evergreen Tourism Destination Area;
- to determine the opportunities and constraints to tourism development and the costs and benefits of the various attractions, activities, facilities, and services suggested;
- to determine the optimum location for accommodation and services within the study area,

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* Travel Alberta terms of reference.

- to provide information from the above analysis that can be used to stimulate private sector tourism development in the Evergreen Tourism Destination Area.

The work program was designed around these objectives and the following premises which reflect the need to be realistic in addressing the types of opportunities which will facilitate the development of tourism in the Evergreen Zone.

- Due to government economic restraint, expenditures to develop major new complexes or improve infrastructure with public funds are unlikely in the near future.

- Private sector investment will be largely responsible for growth and development of the tourism industry. Specifically, local enterprise in Zone 7 must be encouraged to undertake initiatives that will lead to a healthy tourism industry in the Zone.

- The growth of tourism should be incremental, gradual, and based on the foundation of existing facilities and tourism infrastructure.

- Dismantling the barriers to tourism growth (e.g., awareness, information, organization) is as valid a tourism opportunity as the development of a new facility.

Together, the objectives and premises provided an approach, or overall framework, for this study, with major emphasis placed on the need to ensure that proposed tourism opportunities can be initiated and developed by the private sector in the Zone.

2.2 Study Methodology

The process by which information was gathered, analyzed, and presented involved several major stages. A summary of consultant activities is presented to indicate sources of data (in general terms) and method of analysis.

- Stage I Inventory

  This stage consisted of gathering information from printed secondary sources and from available personnel in various agencies. Data were collected on biophysical resources, cultural and historic resources, events, physical tourism resources, transportation, economics and market conditions.

- Stage II Inventory

  Information already collected was supplemented by interviews and field work (primary research). Conducting over 80 personal interviews with representatives in the Zone was an important component of this stage. A discussion of interview procedures appears in Appendix C. Results from the two inventory stages are presented in Appendix A, Tourism Attractions and Chapters 4 through 11. Mapped data were recorded at a scale of 1:1,000,000. Sources of information are documented in Appendix D - List of Contacts and Appendix G - Bibliography.

- Think Tank

  A think tank is a creative thinking or "brainstorming" session involving a small group of people (10-12) of diverse but related interests. Such a session was conducted by the Consultant Group as part of the study at the Black Cat Guest Ranch near Hinton. In attendance was a strong contingent of local tourism operators along with representatives from the Evergreen Tourist Association, Yellowhead Regional Planning Commission, and Travel Alberta. The objectives of the think tank were to verify or extend the inventory data; identify problems, issues and constraints; plus identify positive actions to promote the growth of tourism in the form of tourism development opportunities. The session was valuable to the study. Issues were clarified and the realistic ideas have been incorporated into this report.

- Opportunities

  The prior three phases generated an extensive array of ideas which had to be organized and presented. The first step involved the selection of "tourism development units" within the Evergreen Zone (the rationale for selection is detailed later in the report).

  Using a teamwork approach, specific opportunities were formulated which conformed to the pattern of activity and opportunities in each subregion. All ideas produced during the process were qualitatively evaluated to ensure feasibility at this stage of the planning process. Order of magnitude costs are provided for some identified opportunities (Appendix F).

3.0 TOURISM OPPORTUNITIES

3.1 Introduction

This chapter provides an overview of the specific opportunities and constraints relating to the orderly and systematic development of the tourism industry in the Evergreen Tourism Zone. Tourism development opportunities were derived by analyzing the resource inventory, market characteristics, identified constraints, interviews with local representatives, and ideas generated at a Think Tank attended by Zone 7 tourism industry representatives. The tourism development opportunities listed in this chapter have been subjected to a preliminary feasibility analysis and can serve as a basis for developing concept plans and detailed objectives.

Major tourism strengths, issues, concerns, and constraints listed in Sections 3.2 and 3.3 were derived from an analysis of the inventory produced during this study, interviews with residents and operators in the Zone, and existing reports and publications. A synthesis of this information is presented in the form of conclusions and recommendations listed in Section 3.4. All information in Sections 3.2 to 3.4 is presented at a general level and addresses the whole study area. The next Section (3.5) describes criteria used to divide the Zone into integrated tourism development units. The chapter concludes with a detailed description of the tourism development opportunities in each unit.

3.2 Strengths of the Zone

.1 Zone 7 is well suited to the travelling public as it has strategically located service centres along the major travel corridor (Highway 16) connecting the two major destination areas of Jasper at the west end and Edmonton at the east end of the Zone. In addition, the Zone is also located near the major market of Edmonton and the travelling or "moving market" (including passenger vehicles and bus tours) on Highway 16.

.2 When the Highway 40 link to Grande Prairie from Grande Cache is complete, it will provide access to new markets (i.e., the entire Peace River agricultural region and British Columbia) and will create the possibility of a circle tour opportunity to include Edmonton, Edson, Hinton, Grande Cache, Grande Prairie, Mayerthorpe, and back to Edmonton.

.3 Zone 7 has a large portion of its population directly involved with the resource extraction and processing industry. A variety of businesses have been established to cater to the needs of this population base. Local businessmen have an opportunity to expand into more varied markets (i.e., the tourist) to supplement already viable or marginally viable enterprises, particularly in relation to food, accommodation, and automobile services. For example, information from Travel Alberta's 1981 Approved Accommodation Survey indicates that industrial crews and commercial business travel accounts for 71 percent of the occupancy in hotel/motels within the Zone. If a special effort is made to ensure that the facilities offer a pleasant and interesting stay, then the hotel/motel operator may capitalize on this business market by not only encouraging it to spend more dollars while on business, but also to return for family vacation trips.

.4 A diversity of lakes, rivers, forests, and foothills and mountain wildlands scenery provides opportunities for hunting, fishing, hiking, trail riding, auto touring, snowmobiling, skiing, and other outdoor activities.

.5 Most communities make available, or actively encourage visitors to make use of local recreational facilities. These facilities are important secondary resources for one of the largest tourism market components in Zone 7; the tourists that come to visit friends and relatives.

.6 The agricultural and industrial base in the Zone provides opportunities for farm and ranch vacations, guest ranches, and industrial tours. Primary research indicates that these opportunities appeal to both, the international markets (specifically, Swiss, German, Dutch, and Japanese), and the regional market, based on families living in Edmonton and area.

.7 The Zone hosts a range of significant annual events (See Appendix A - Category G). Events such as the "Agri-Fair" in Spruce Grove and the "St. Regis Marathon Cross-Country Ski Championship" in Hinton have good potential for attracting additional visitors to the Zone.

.8 Provincial and private campgrounds (overnight use) in the Zone are adequate to meet present demand. Weekend use is generally at capacity, but the low weekday occupancies provide a good opportunity to increase usage during the mid-week period.

3.3 Issues, Concerns and Constraints

.1 The twinning of the Yellowhead Highway should increase safety and may increase traffic volume. However, a negative consequence may be faster pass-through traffic that bypasses communities previously situated right on the highway. Also, twinning may complicate access to existing or proposed developments because left turning movements may not be allowed except at grade separated interchanges. See Section 6.5, Transportation Routes and Related Services, for further information on the twinning of the Yellowhead Highway.

.2 A beautification program is required to improve the aesthetics of facilities and community access; specifically in Spruce Grove, Edson, and Hinton because they are exposed to high volumes of traffic.

.3 Residents feel that Zone 7 does not have any major attractions* which draw people into the area. They feel that development of such attractions would increase the number of visitors travelling to the Zone, who could then be encouraged to explore other parts of the Zone.

.4 There is a lack of organized activities and services to take advantage of opportunities offered by the natural features of the Zone. In addition, the activities and services that do exist (guiding and outfitting, accommodation) are not properly packaged and promoted to attract and hold tourists in a given area.

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* Refer to the glossary for the differentiation of 'attractions' as opposed to 'events' which were discussed in the previous section.

.5 Alternate transportation services such as scheduled flights, more frequent rail passenger service, and coordinated air/ground travel packages are required.

.6 Communities do not coordinate the scheduling of major annual events with other communities in the Zone, and as a consequence, competition results between concurrently scheduled events.

.7 There is concern about competition between government facilities and those of the private sector. Inexpensive or free government campgrounds are a prime example, as is the Solicitor General's Staff College (formerly Holy Redeemer College) located in southwest Edmonton, which has been renovated to provide training, meeting, and seminar facilities for that department as well as other Alberta Government personnel. This facility competes with such developments as the Westridge Park Lodge Resort which can provide the same services.

.8 In addition to competition with government facilities, development and expansion of private campgrounds is also limited by the short traditional camping season.

.9 There is inadequate information and directional signage for features of interest such as hiking trails, access roads, and privately operated tourist facilities.

.10 The Zone lacks consistent, detailed resident market data. There is a need to collect and maintain basic visitor data such as origin of visitors, expenditures, age groups, party size, activities of interest, and other related information. Without this information it is difficult, if not impossible, to accurately plan for the growth and development of the tourism industry, especially when the Alberta market is so important to the Zone.

.11 The business of tourism is not fully recognized and understood by many people within Zone 7. Agriculture and energy related industries are the major sources of livelihood for many people. It is generally felt that tourists have an impact only on the hospitality services offered by hotels, motels, restaurants, and service stations. This attitude seems to be changing gradually, but an increased awareness of the primary and secondary benefits of tourism is needed.

.12 Zone residents are generally not aware of organized marketing groups supporting the tourism industry (e.g., Evergreen Tourist Association).

.13 The present "members only" promotional policy of the Evergreen Zone does a disservice to the travelling public, because the visitor is not informed, through the Evergreen Zone's publications, of all the facilities/services/attractions that are located within the Zone.

.14 Primary research has found that many of the market segments utilizing the Zone are small and specialized. Additional efforts will be required to better define these segments so they can be specifically targeted when developing marketing strategies.

.15 Although the western part of the Zone is more attractive in terms of scenery and outdoor recreation opportunities, its summer season (because of climate) is shorter than in the eastern part of the Zone. This shorter summer season affects the total number of days some outdoor recreation facilities can be operated (thus affecting their economic viability). However, the longer winter season and accompanying snow cover offer opportunities for winter season outdoor recreation.

.16 Much of the terrain traversed by the major travel corridors in the Zone lacks the variety necessary to be considered a scenic route.

.17 Because much of the Zone is crown land, business people (including financial institutions) are somewhat hesitant to construct or finance "permanent" facilities on leased crown land (even if they can get a permit to do so). The length and terms of the lease are often too restrictive to attract private sector investment.

.18 The Zone is sparsely populated with concentrations in a few centres. This means that human and tourism resources are widely separated. This situation creates difficulties for marketing and promoting the Zone as a whole entity.

.19 Commercial recreational developments around lakes with cottages are often restricted by local governments and planning commissions. In order to protect accessibility and the quality of life for the cottage residents, any large scale development that would result in a population increase and subsequent competition for existing recreation resources (such as the lake), is strictly regulated and often discouraged by cottage owners.

.20 Development of the potential of the Coal Branch for the general tourist market is hampered by dusty roads and industrial vehicle traffic (however, the road conditions may actually attract a small market such as four wheel drive recreationists).

.21 More recreational equipment rental services are required to encourage novices and family units to explore the many waterways and to actively take part in the many outdoor activities possible in the Zone.

.22 Conventional financing is difficult to obtain by entrepreneurs wishing to invest in the tourism industry (it is seen as a high risk business).

.23 There is a need to better coordinate the production and dissemination of information materials throughout the Zone and in Alberta. In general, tourism opportunities could be better described; properly packaged; and information could be disseminated in more strategic locations within and outside the Zone.

.24 Increasing restrictions and a lack of designated areas/trails make it difficult and frustrating for all-terrain vehicle* (ATV) users in the western portion of the Zone.

.25 The converse to the previous argument has been expressed by another group of backcountry users (the non-mechanized recreationists). Disturbances caused by widespread ATV use are destroying the natural environment which is the Zone's main asset for tourism.

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* includes four wheel drive vehicles, trail bikes, snowmobiles, Argos, all-terrain cycles (ATC), etc. Also, other forms of mechanized recreation (i.e., jet boating and helicopter tours) should be considered because primary research has indicated that there is a specialized market interested in these activities.

.26 One of the major problems facing the tourism industry in the Evergreen Zone is seasonality. Distances from population centres, climatic conditions, and limited transportation alternatives, combine to produce an extremely short summer tourist season. This short season reduces business viability and in turn, restricts the amount of investment that an operator can justify.

3.4 Conclusions and Recommendations

After careful analysis of the available resource and market data and after consideration of other relevant factors such as the state of the economy and the opinions of Zone 7 residents, a practical philosophy or approach was adopted for the formulation of tourism development opportunities in the Evergreen Zone. This approach is best summarized by quoting from a delphi study entitled Tourism in Canada-1986; (D'Amore and Associates Ltd., 1977, pg. 11):

> "It is not so much a commitment to mass expenditure to improve infra-structure, as a targeted strategy which identifies blockages to the growth of tourism on a regional basis, followed by the necessary measures to assure a balanced and orderly growth of tourism."

The following conclusions and recommendations reflect the above stated approach to tourism development. The information in this Section (3.4) is presented at a general level; specific details are presented in Section 3.5.

.1 The Yellowhead Highway and Highway 43 carry a large volume of tourist traffic. An effective strategy to divert tourist traffic off the highways and to detain these tourists in the Zone should be developed and should include Zone-wide coordination of the following elements:

- Zone information centres,
- schedules and promotion of events and attractions,
- promotion of independent tourism related businesses for mutual benefit,
- innovative and imaginative packaging of integrated complementary services and opportunities (two examples are: lower priced accommodation and food packages directed at older age groups who travel primarily during shoulder seasons; and special menus and/or supervised play areas can be provided by food service outlets for children), and
- operation of certain key facilities and services such as food outlets, accommodation/campground facilities, attractions and information centres from the middle of May to the middle of September.

.2 The tourism industry can be developed as a series of incremental gains based on food, accommodation, auto, shopping, and other services established to primarily serve the agricultural and resource extraction industries. Two examples include:

- motels that usually serve industrial patrons can develop seasonal meal and accommodation packages to attract hunters and fishermen, and
- provision of good service and enjoyable recreational opportunities for workers and travelling businessmen could generate return visitation (i.e., businessmen may return with their families for a vacation).

.3 The diverse range of resources and opportunities attracts a variety of small specialized market segments to the Zone. When combined, these specialized markets could contribute significantly to the success of the tourism industry in the Zone. Developing these small markets will include:

- gathering more information about these visitors. Information can be gathered at events, information centres and accommodation facilities. This information gathering function can be organized by the Travel Industry Association of Alberta, with technical support (such as accepted information gathering and interview techniques) provided by Travel Alberta.
- attracting and properly catering to these visitors when these market segments are better characterized,
- attracting and catering to school groups who regularly make overnight trips by bus to study history, natural resources, resource extraction industries, power generation, and outdoor skills. Student groups are important because they may return with their parents if they have an enjoyable initial experience.
- catering to the needs of the seniors market, including: specially designed buses, tour itineraries, special menus at overnight stops, and excursions and/or activities (bingos, shopping trips, evening entertainment) offered by accommodation establishments. Primary research indicates that some operators have already recognized this market segment and have adapted their services and promotions.

.4 Zone businesses and residents should be made aware of the requirements and revenue generating capability of a healthy tourism industry. To this end, the Evergreen Tourist Association (perhaps with assistance from Travel Alberta) should undertake an educational program and business counselling service which addresses:

- the nature and value of the tourism industry,
- development of an awareness program which would create a positive, action-oriented attitude toward fostering growth of a tourism industry,
- the basic requirements for running a tourism business,
- good tourism business planning and management practices, including improvement to facilities and services,
- a cooperative approach to attracting tourist dollars (for example, Edson, Hinton, and Grande Cache could stagger the dates of their major annual events rather than scheduling them all at the same time),
- coordination of promotional and informational material production and dissemination, and
- the importance of local businesses and residents having accurate information available about local resources (this is especially relevant because tourists often do not stop at information booths and a high proportion of tourists are visiting friends and relatives from whom they receive information about local resources).

.5 Some industries have developed programs and facilities for public relations and education purposes. These programs and facilities should be integrated into the Zone's tourism opportunities ("industrial tourism" is rapidly gaining popularity with North American, European, and Asian market segments). Developments could include:

- more self-guiding tours, literature, and viewpoints which could be jointly established between industries and the Evergreen Zone to give overviews of mining, timber harvesting, power generating, or resource processing operations (B.C. Forest Products, Pelican Plywood, St. Regis Pulp and Paper, and Trans-Alta Utilities all expressed willingness to cooperate in this area),
- working farm vacations and similar opportunities which could provide visitors with a rural experience, and an understanding of the agricultural industry,
- interaction between local communities, industries, and educational institutions could provide opportunities and tourism benefits during the spring and fall seasons, and
- arrangements between businesses and industry to conduct tours through nonrestricted industrial operations.

.6 The government and private sector (lending institutions) could be more supportive of the tourism industry by providing positive financial incentives. Negotiated tax breaks, joint ventures (e.g., similar to the oil, gas, and coal industries), and other incentives could make the industry more viable.

.7 The location of Zone information centres and the level of information disseminated should be carefully evaluated to ensure that funding and manpower are being effectively utilized. Specifically:

- the Zone should investigate the adoption and modification of Travel Alberta's policy of placing information centres along the Province's borders. Information centres could be located at strategic locations on the boundaries of the Zone and in some cases, in cooperation with other zones (to accomplish mutual objectives). Strategic locations include West Edmonton (perhaps West Edmonton Mall) or Spruce Grove (major urban market); Drayton Valley (visitors from the south); Whitecourt (visitors from the north and those travelling the Alaska Highway); Jasper or Hinton (visitors coming from the west); Grande Cache (visitors travelling on the future road from Grande Prairie). Major centres should offer professional vacation planning services on a year round basis.

- staff at these centres should be properly trained to offer an advanced travel service. Staff should be able to advise travelling visitors and show them the opportunities and advantages of the Zone (to encourage the visitors to increase their length of stay).

.8 Appropriate resource roads, seismic lines, cut lines, and trails should be mapped and designated for ATV, snowmobiling, cross-country skiing, and other non-conflicting backcountry uses in the western portion of the Zone. Signs should be erected where required and appropriate information made available to avoid conflicts with industrial activities.

.9 To increase the safety and enjoyment of the travelling visitor, Highways 47 and 40 south in the Coal Branch should be upgraded. The Coal Branch is very valuable to tourism; therefore, upgrading of these roads should be given a priority over upgrading of roads in other areas in the Zone. If the Coal Branch roads are not upgraded, this area should not be promoted for general vehicle traffic without adequate forewarning of road conditions, including industrial truck traffic and dusty roads.

.10 A single theme is not appropriate for this Zone which is so diverse from east to west. Marketable themes for areas within the Zone are more appropriate and will be described later in this chapter.

.11 An expanded fish stocking program should be developed to support recreational stream and lake fishing throughout the Zone. The need for a fish hatchery to serve the foothills/eastern slopes should be investigated by the Evergreen Tourist Association in conjunction with Alberta Fish and Wildlife. Special attention should be paid to developing "pothole" fisheries to attract and serve families with children. These pothole fisheries could be developed in conjunction with other resources or could be placed in old gravel or borrow pits along major travel corridors.

.12 There is a need to investigate the feasibility of developing simple, economical accommodation facilities-both along major travel corridors and in the back-country. These facilities would serve younger travellers and backcountry enthusiasts who would hike/ski/snowmobile from facility to facility.

3.5 Tourism Development Units

The Zone has a wide range of tourism development opportunities, many of which occur within specific areas of the Zone. In order to develop these opportunities into marketable commodities, the Zone was divided into "tourism development units" which are areas of integrated and mutually supportive tourism opportunities. Criteria used to establish these units include: unifying resource characteristics, existing tourism use, potential tourism use, access, and thematic integration. Map 2 displays the boundaries of these tourism development units and highlights some of the key opportunities. A detailed description of the opportunities and major constraints in each unit follows.

As stated in the study guidelines (Chapter 2) the majority of recommended opportunities should, and can, be implemented by the private sector (including: businesses, operators, business associations, chambers of commerce, and nonprofit societies, or any combination of the above). The occasional use of public funds should only be required to develop the most fundamental infrastructure (provision of access and upgrading roads) and to provide assistance to the private sector in the form of complementary services (such as the development and grooming of trails in the western part of the Zone by the Alberta Forest Service) and creative grant, incentive, and joint venture programs.

Many of the opportunities listed in the following sections are built on the principles of "incremental gains" and "divert and detain". The opportunities often consist of secondary activities (visiting museums, nature appreciation, interpretive activities, touring) and are aimed at specialized target markets (school groups, family groups, seniors, "wilderness" enthusiasts). Often opportunities which require cooperative action between private sector operators and service clubs or nonprofit organizations are identified, because the end result of implementing the opportunity is an incremental gain to the overall tourism industry.

3.5.1 Yellowhead Corridor

Historically, the route taken by Highway 16 from Edmonton to Jasper has always been a transportation corridor. The Jasper/

Foley Trail, the Grand Trunk Pacific and Canadian Northern Railways, and now, the Yellowhead Highway move people and goods through central Alberta connecting the Pacific coast with the rest of Canada. This highway is an economical, commercially viable route because of the good road surface, comparatively lower elevation than the Trans-Canada Highway, and shorter driving time from Winnipeg to the west coast. Highway 16 acts as a central spine from which all secondary roads and highways emanate. In addition, industrial and service centres such as Spruce Grove, Stony Plain, Edson, and Hinton are located along this transportation corridor.

Accommodation, food, beverage, and auto services and points of interest are available along the highway. The range of services available, caters to all interest groups. Combined with good road surface and shorter driving time, these features enhance the route's attractiveness.

This corridor is identified as a tourism development unit because of the relatively consistent nature of the "market in motion" through the Zone and because so much of the hospitality and service industry is directly focused on this one highway. The largest categories of expenditure by visitors to the Zone are for meals and refreshments, followed by automobile gas and oil, and lodging.

The tourism theme for the Yellowhead Corridor is a "Quality Travel Route" which promotes travel on Highway 16 and advocates improvements in travel experience (e.g., safer roads, better services, better travel information, etc.).

The following market characteristics are particularly relevant to this unit:

- expenditures by residents and non-residents are mainly for auto gas, oil, maintenance and repair; meals and refreshments; and lodging,

- volume of traffic is high, comprised mainly of resident Albertans and non-Alberta resident Canadian visitors from British Columbia, Saskatchewan and Manitoba. The majority of the resident travel is local or inter-town and Albertans visiting from outside the Evergreen Zone are mainly travelling to visit friends and relatives. Non-residents travel to the Zone because they are on vacation or are visiting friends and relatives,
- bus tours use this route extensively,
- primary visitor activities, other than the main purpose of travel, are sightseeing, camping, visiting museums/historic displays, and relaxing/resting,
- shopping is an important activity during vacations, and
- the majority of visitors to the Zone bring no recreational equipment; and of those that do, tenting and fishing equipment are most frequently brought.

o Tourism Development Opportunities

.1 There is an opportunity for expanded service centres at specific locations serving motorists along the Yellowhead Highway. The proposed highway twinning will have a significant impact on the distribution of service centres and viability of individual businesses. The clustering of services at nodal points is likely to intensify. Isolated service stations and stores may close as a result of complicated access problems. Individual operators should consult with Alberta Transportation as to the effect of twinning on access to their establishments.

Locations for major service clusters are envisioned at Spruce Grove, Evansburg/Entwistle, Edson, and Hinton.

.2 There is a need for innovative services/facilities/ attractions to divert and detain travellers on Highway 16. Opportunities include:

- food services providing historically authentic meals from the many eras of exploration and travel along this corridor,
- provision of alternative lunch/coffee/dinner/break opportunities (e.g., community food services or working farms could provide opportunities such as the provision of summer barbecues for tour groups), and
- development of simple, economical seasonal accommodations that can be viable for summer seasons of ninety days.

.3 There are a number of opportunities for tours, events, and attractions based on the Yellowhead travel corridor theme. Opportunities include:

- re-establish the annual tour known as the Yellowhead Caravan; see Chapter 5 for a description of this event (antique car clubs and the Reynolds Museum may be able to contribute authentic period vehicles),
- produce a Yellowhead corridor guide book and tape to complement existing guide, map, and literature,
- produce an interpretive pull-off at Obed Summit explaining how the lower elevation of the Yellowhead Route plays an important part in determining the commercial viability of the Yellowhead Highway and Canadian National Railway, and
- develop a thematic children's recreation area in Edson, based on transportation. This park could complement the planned Galloway Station Museum development and could provide a rest area for travelling parties (see Section 3.5.5). Indoor and outdoor interactive display components would also be of interest to adults.

.4 Primary research indicated that an opportunity exists for scheduled commercial air service between Edmonton, Jasper/Hinton, and Vancouver. This service should attract a variety of user groups including: commercial/business travellers, skiers, Japanese tourists (travelling from Vancouver to Jasper National Park), and Europeans (German, Dutch, and Swiss tourists) seeking outdoor recreation opportunities in a wilderness setting.

.5 The Evergreen Zone has an equally concerned ally in the Yellowhead Highway Association whose objective is very similar. The Association is also striving for improved standards (equal in quality to the Trans-Canada Highway) and first class transportation related facilities for the purpose of bringing increased prosperity to communities through improved industrial development and increased tourist activity. As the majority of all tourists travel by road to, and in, the Evergreen Zone, the Zone should work closely with the Yellowhead Highway Association to achieve mutual objectives.

.6 Alberta Forest Service is willing to develop a staging area for trail use; shelters; and cross country skiing, snowmobiling, and equestrian trails in the Obed Summit area, if a private operator would build a year round auto-access campground on crown land in the Obed Summit area.* A feasibility study to determine the viability of a private campground would have to be undertaken.

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* Personal communication with T. Sekora, Alberta Forest Service, Edson, December, 1983.

o Constraints

.1 The major constraints in this development unit relate to the twinning of Highway 16. Improved road conditions may actually accelerate pass-through traffic, making it even more difficult to divert travellers off the highway. Access to nearby communities will be more difficult when twinning is complete, thus increasing the effort needed to attract travellers off the highway.

.2 There is a lack of man-made and natural attractions to divert and detain tourist traffic.

.3 The physical terrain along this highway corridor often lacks the variety necessary to be considered a scenic route.

3.5.2 Edmonton's Lake Country

This development unit extends westward from Edmonton to an imaginary curved line drawn through Cherhill, Isle Lake, and Tomahawk. This mixed agricultural and forest area contains many lakes of varying size, water quality, and tourism development potential. Major lakes such as: Wabamun, Isle, Lac Ste. Anne, Nakamun and Lac La Nonne, as well as many smaller lakes in the Glory Hills provide tourism opportunities. A major advantage of this unit is its proximity to the large market of Edmonton and vicinity, and the growing trend of this large market to take shorter, more frequent vacations closer to home.

The tourism opportunities in this development unit can best be characterized as "backyard resorts" (providing intensive water-based and winter recreation); farm vacations; and "one day vacations" (taking advantage of the many events and attractions that can be enjoyed within a one day return trip out of Edmonton).

The following market characteristics are particularly relevant to this unit:

- fully serviced seasonal and year-round campgrounds combined with numerous water based recreational facilities and services are experiencing high utilization between May and September,
- Provincial campgrounds, combined with water based facilities and services, in close proximity to Edmonton experience intense day utilization between May and September with peaks on weekends,
- events and attractions in close proximity to Edmonton, such as the "Agri-Fair" in Spruce Grove and the Multicultural Heritage Centre in Stony Plain, are proving to be successful,
- Albertans, as compared to the rest of Canada, have the highest portion of the population who own downhill skis (both downhill and cross-country skiing are rapid growth activities),
- primary activities, other than the main purpose of travel, are sightseeing, camping, and visiting museums and historic displays,
- based on primary research, there seems to be a high interest in children's educational and general interest tours of farms and ranches, industrial sites, parks, historical museums, etc., and
- recreational facilities, such as downhill ski resorts, are popular locations for current outdoor educational programs.

o Tourism Development Opportunities

.1 There is a demand for rental of seasonal or year round campsites. These facilities would provide opportunities to rent a campsite for the summer or year round and to place a camper unit or recreational vehicle on the site. Overnight camping on a day to day basis is usually not provided by this type of operation. Operations of this type should have the following:

- location on a lake with good quality water suitable for water-based activities such as swimming, fishing, boating, sailing, and canoeing,
- a well landscaped site,
- access by good road from the nearest highway,
- driving time from Edmonton should not exceed one to one and one half hours, and
- services could include: utilities (power, water); propane supply; concession for fishing, camping, and boating supplies and services; fast food service; boat launch; pier; sewage dump station; and showers.

Existing operations that provide the above services and facilities are experiencing near capacity utilization. Those which provide marginal or substandard facilities and services are experiencing low utilization. There is an opportunity for existing operators to expand and upgrade their present facilities.

The present market for these facilities is primarily from Edmonton and from other communities in close proximity to lakes such as Lac La Nonne and Isle Lake.

Potential lakes for new development include all of this unit's major lakes (Wabamun, Isle, Nakamun, Lac. Ste. Anne Lac La Nonne) and many of the smaller lakes of the Glory Hills.* (For suitability of lakes in the unit refer to Lakes and Reservoirs, Appendix A.)

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* These lakes are also appropriate for development of public facilities and campgrounds.

.2 There is good potential for expansion of existing resorts and development of new year round recreation resorts:

- the owners of Swiss Valley Ski and Recreation Ltd. are proposing to develop the following facilities and services over the next five years: cross-country skiing; additional downhill skiing; chalets for overnight accommodation; and summer recreational activities such as canoeing, hiking and children's recreational and outdoor educational programs,
- based on primary research, Lake Eden should be able to expand its existing year round recreational facilities to accommodate an increasing demand for activities such as picnicking and cross-country skiing from day users, primarily from Edmonton and surrounding area, and
- primary research indicates that there is a need for year round facilities and services on Wabamun Lake, including food and equipment rental concessions, marina with boat launch, piers, boat service and repair depot, water access, beach development, cottage development, hiking and cross-country ski trails, and accommodation rental units. A possible site for all these developments could be on lands adjacent to the southeast shore of Wabamun Lake, owned by the Paul Indian Band.

.3 The Multicultural Heritage Centre at Stony Plain should investigate expanding its program and scope to include:

- becoming a staging area for tours to: Lac Ste. Anne Trail and Mission, Lac La Nonne, Glory Hills; and local historical walking tours,

- providing information about local historical attractions, and
- coordinating historical societies from surrounding communities to plan and develop events with historical themes.

.4 Development opportunities oriented to agriculture include:

- a more aggressive promotion of farmers' market days and market gardens,
- farm/ranch vacations (agricultural farms in the Mayerthorpe area and ranches south of Wabamun Lake),
- summer camps with a farm theme for children,
- "petting zoos" stocked with farm animals (both the summer camps and petting zoos can be developed as components of farm/ranch vacation opportunities),
- day use and overnight facilities (on a farm) available to school groups studying agricultural curriculum units,
- proper marketing of events such as Spruce Grove's Agricultural Fair, to increase attendance, and
- acquiring an unused grain elevator at Stony Plain and turning it into an interpretive centre that could serve as a staging area for farm tours, a location for a farmers' market, possibly a food service, and a focal point for promotion of agricultural tourism.

.5 Interpretive and educational opportunities can be developed around the themes of energy production.

The energy production theme could focus on:

- developing a pull-off and viewpoint for interpreting

the Highvale strip mine at Wabamun (Trans-Alta Utilities Corp. may be willing to consider this viewpoint as a future project*),
- developing tours of the Wabamun, Sundance, Genesee, and Keephills generating stations, and
- developing an energy resources curriculum guide** that would thematically integrate and link the coal extraction and power generation activities of this development area with the gas and oil industry around Drayton Valley and hydro-electric power generation at the Brazeau Dam.

.6 Touring opportunities labelled as "one day vacations" out of Edmonton, should be packaged and distributed out of locations such as West Edmonton Mall. Tours, based on the following themes could be developed by tour operators (guided tours) or by the Evergreen Tourist Association (self-guiding tours):

- historical resources (Multicultural Heritage Centre, Lac La Nonne Church, and Lac Ste. Anne Trail and Mission),
- agricultural resources (farmers' markets, day use farm recreation opportunities, and the proposed grain

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* Personal communication with Lynn Singleton, Public Affairs Manager, Trans-Alta Utilities Corp., December, 1983.

**curriculum guide should be prepared for grades 4 - 6 (energy) and grades 7 - 9 (environmental issues). The SEEDS (Society, Environment and Energy Development Studies) Foundation, Edmonton, produces energy related curriculum materials and has published a field trip guide that identifies individual industrial energy production sites (personal communication with Hugh Phillips, SEEDS Foundation, December, 1983).

elevator interpretive centre),
- energy production (Trans-Alta Utilities Corp.'s operations at Wabamun), and
- combinations of the above resources, plus others, such as the University of Alberta Botanic Gardens north of Devon.

.7 Miscellaneous opportunities include:

- reactivate Devil's Lake Corral and make it into a viable operation. This may take some effort, because it is perceived only as an entertainment facility,
- the quality of the horse race track operated by the Enoch Band on the Stony Plain Reserve could make it a major attraction with proper marketing by the Band,
- a new overnight camping facility in the Spruce Grove/Stony Plain area (100 sites complete with amenities), and
- interpretive signage (as points of interest) should be developed for the Continental Divide where it crosses Highways 16 and 43 (see Map 3).

o Constraints

.1 Lakes in this unit often have limited potential for development because of poor water quality (i.e., shallow, and weedy, subject to blooms of algae in hot weather).

.2 Lakes in this unit often have shorelines that are unsuitable (i.e., poor soil conditions, overgrown waterfront, fragile vegetation) for beach and recreational development.

.3 Many lakes in this unit have management plans which restrict recreational development.

.4 Development of public beaches and access to beaches is often limited by private ownership of beachfront (e.g., cottage communities, farms).

.5 There is an inadequate supply of food concessions and recreational equipment rental outlets on lakes with developed beaches and good recreational potential (e.g., Wabamun Lake, Isle Lake).

.6 Industrial site operators are often reluctant to become involved with tourism (i.e., site tours, publications, viewpoints) and have to be made aware of the benefits to their operation (e.g., public awareness and education, recruiting, public relations) before becoming actively involved.

3.5.3 Paddle River

This tourism development unit includes the Paddle River Dam and Reservoir, Mayerthorpe, Rochfort Bridge, and Sangudo and area. The area is agricultural in nature. Its greatest tourism assets are the Paddle River Dam and Reservoir, the Pembina River Valley, and the presence of Highway 43.

The predominant theme in this area is water based recreation.

This unit is beyond the day use driving radius (less than 75 kilometres) of the Edmonton market. Therefore, it will be relying on pass through and overnight traffic on Highway 43 and regional vacation travellers.

The following market characteristics are particularly relevant to this unit:

- Highway 43 is a popular route for United States and Canadian visitors, travelling to and from Alaska, who require overnight and day use facilities and services, and
- expenditures by residents and non-residents are mainly for auto gas, oil, maintenance and repair; meals and refreshments; and lodging.

o Tourism Development Opportunities

.1 There may be opportunities for water based development around the Paddle River Dam and Reservoir, to include: a recreation area, interpretive area, and boating facilities. Some other ideas worth considering include development of hiking and cross-country ski trails, and picnic areas*.

A combination of day use and campground attractions at the Paddle River Reservoir and the campground, accommodation, auto and food services at Mayerthorpe, along with other attractions in the area, may be successful in detaining the travelling public for day use and overnight stops.

There may also be an opportunity for summer recreational camps and programs for children within the Paddle River Development Unit.

.2 Farm vacations and related opportunities could be developed to serve the children's summer vacation market and visitors to the Paddle River Reservoir (day use farm oriented activities might be popular with the latter group).

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* Personal communication with F. Reiss, G.W. Associates Consulting Ltd., December, 1983, indicated that the Alberta Government will probably provide these facilities in 1984.

Trudzik's Farm, located north of Mayerthorpe, could be developed into an attraction. This working farm is the home of a number of exotic animals. Currently, this attraction is not identified in tourist literature, however, primary research has indicated that Trudzik's Farm is interested in having visitors tour their farm.

.3 Sangudo may have some potential to be a staging area, end-point, or mid-point stop for commercial boat, raft, or canoe tours on the Pembina River.

.4 Interpretive signage should be developed for the historic Rochfort Bridge Trestle.

o Constraints

.1 There are a few constraints to recreational development adjacent to the Paddle River Reservoir. During the summer months, there could be as much as a two metre drawdown which would affect water based recreational activities and facilities. The water is too cool (18.3°C) for water based activities and may be affected by agricultural by-product pollution coming from up-stream.*

.2 A possible constraint to tourism development in this area is the dominance of agriculture. Residents have not developed an awareness of the economic potential and benefits of tourism.

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* Personal communication with Frank Reiss, Consultant, G.W. Associates Consulting Ltd., December, 1983.

.3 The market demand for attractions/facilities/services in this portion of the Evergreen Zone is relatively weaker than the Edmonton's Lake Country Unit. Therefore, facilities and programs should be developed for specific markets that would be attracted by the opportunities offered.

3.5.4 Brazeau Backcountry

This development unit extends from Drayton Valley in the east to the Brazeau Dam and Reservoir in the south, west to the Rocky Mountains Forest Reserve, and north to Wolf Lake. West of the Pembina River, this area is characterized by rolling, lodgepole pine-covered terrain which is drained by rivers and creeks such as the Brazeau and Elk Rivers, and Rat Creek. The major water body is the Brazeau Reservoir. East of the Pembina River are rolling agricultural plains and the recreational waterway of the North Saskatchewan River. Drayton Valley is the major community, and serves as a staging area and service centre for a variety of economic activities.

The primary tourism theme in this unit is outdoor recreation in a backcountry setting, with touring of energy production facilities a secondary thematic opportunity.

The following market characteristics are particularly relevant to this unit:

- a higher percentage of Albertans own camping and fishing equipment than other Canadians,
- Albertans and Canadians in general, have a desire to experience natural outdoor recreation areas,

- hunting is a popular outdoor activity,
- younger age groups prefer economical and seasonal accommodation,
- camping in the backcountry is a very popular activity,
- many people wishing to hike, cross-country ski, and fish are at a novice level and require equipment, assistance, and/or skills training, and
- tents or fishing gear are the most common items of recreational equipment carried by visitors.

o Tourism Development Opportunities

.1 The Brazeau Reservoir provides an opportunity to develop seasonal accommodation, camping facilities, food services, camping supplies sales, and recreational equipment rentals. A suitable location for these facilities and services would be adjacent to the existing public campground situated around the Brazeau Reservoir. At this location, facilities and services could readily cater to the campers who are utilizing the public facilities. Seasonal accommodation could also cater to the hunter (fall season), and the fisherman (spring season) thereby extending the tourism season.

An unmanned interpretive display or kiosk with complementary brochures and signage located appropriately on site could be developed to explain hydro-electric generation and the role that the Brazeau generating station plays in Alberta's energy network.

.2 Guiding and outfitting services could be further developed to serve hunters and fishermen. At present, these services are available on an "on request" basis; however, if they were offered on a "regularly scheduled" basis, the services may attract the novice who is interested in hunting, fishing, and/or trail riding. These services could be staged out of Drayton Valley and Lodgepole.

.3 It is suggested that a system of backcountry lodges and trails be developed using Drayton Valley and Lodgepole as staging areas. The system would extend from Wolf Lake north to the Yellowhead Highway. Another extension could be developed off the service road southwest of Lodgepole to the Rocky Mountains Forest Reserve. The system of backcountry lodges and trails should be developed for year round use.

.4 Drayton Valley could be a departure point for commercial boating (large touring rafts or jetboats) down the North Saskatchewan River to Edmonton. Possible stops of interest could be the former site of the Berrymoor Ferry (interpretive sign and picnic area) and the Westridge Park Lodge Resort (lunch or dinner, golf, or overnight).

.5 The Pembina Oil Fields could provide a stop along a tour dealing with the energy production industry. The tour could originate in Edmonton's Lake Country Tourism Development Unit and include sites such as the coal generating plants (and strip mines), then could continue into the Brazeau Backcountry Tourism Development Unit and stop at sites such as the Pembina Oil Fields and the Brazeau hydro-electric generating plant. A guide book should be produced for this tour.

.6 Development of an auto campground on the North Saskatchewan River at the Highway 22 bridge crossing is in progress.

- Constraints

  .1 Drayton Valley/Brazeau Dam/Lodgepole areas are "end of the road" destinations and as such discourage sightseers.

  .2 Dominance of the oil and gas industry in Drayton Valley has created a poor awareness of the benefits of tourism developments.

  .3 The Lodgepole "Blow-Out" (1982) has created some negative perceptions of the area.

  .4 With the Berrymoor Bridge completed, travellers using Highway 22 may bypass Drayton Valley.

  .5 The Sunchild Road (south from the Brazeau Dam to Highway 11) may have recreational potential, however, it is unlikely that it would be upgraded solely for tourist use.

  .6 There are too many free Alberta Forest Service camping facilities available to make any private commercial venture viable. In addition, it is very easy to park and/or camp overnight on the many resource access roads in the area.

3.5.5 Edson

Edson is located on the Yellowhead Highway midway between Edmonton and Jasper. It is surrounded by a large forested hinterland drained by many creeks and rivers, the largest of which is the McLeod River. The boundaries of this Tourism Development Unit are limited to the immediate townsite (see Map 2). The backcountry surrounding Edson is not included in this unit because of its emphasis on extensive recreation experiences which are generally free or serviced by the Alberta Forest Service. The key issue in this unit is how the town and private industry can capitalize on the surrounding resources by serving as a service centre and staging area.

Thematically, Edson can be characterized as a service centre for highway travellers, a staging area for hinterland use, and as the focal point of the Historic Yellowhead Transportation Corridor theme.

The following market characteristics are particularly relevant to this unit:

- expenditures by residents and non-residents are mainly for auto gas, oil, maintenance and repair; meals and refreshments; and lodging,
- volume of traffic is high, comprised mainly of resident Albertan and non-Alberta resident Canadian visitors from British Columbia, Saskatchewan, and Manitoba. The majority of the resident travel is local or inter-town and Albertans that visit from outside the Evergreen Zone are travelling mainly to visit friends and relatives. Non-residents travel to the Zone mainly because they are on vacation or are visiting friends and relatives.
- bus tours use Highway 16 extensively,
- primary visitor activities, other than the main purpose of travel, are sightseeing, camping, visiting museums/historic displays, and relaxing/resting,
- the majority of visitors to the Zone bring no recreational equipment; and of those that do, camping and fishing equipment are the most popular,
- shopping is an important activity during vacations, and
- Alberta has the highest proportion of the Canadian population

that owns downhill skis (both downhill and cross-country skiing are rapid growth activities).

- Tourism Development Opportunities

  .1 The feasibility of providing transportation and accommodation packages for skiers going to Silver Summit should be investigated. This market could include skiers at novice and intermediate levels and skiers who do not wish to travel to Jasper. Rail and ground transportation packages may be viable.

  .2 Opportunities exist for accommodation, restaurant, and transportation operators to offer recreational/ educational packages catering to school children for cross-country and downhill ski experiences at Silver Summit. To encourage this market, prices should be lower and inclusive. This may be a "loss leader" to some degree; however, the mid-week occupancy void would be filled and these school children may return for weekend ski trips with their families.

  .3 Specialized hospitality and recreational services could be provided:

    - restaurants could encourage fishermen to bring in their "catch" to be cooked and served*,
    - a children's recreational area, possibly built in conjunction with the Galloway Station Museum, could provide an opportunity for a much needed rest break

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* Personal communication with Alan Neuman, Environmental Health, indicates that it is legal for a restaurant to serve a tourist's "catch of the day" as long as the fish is not sold by the fisherman. Source: Fish Marketing Act of Alberta, Chapter F12, Revised Edition, 1980.

for families travelling between Jasper and Edmonton (see .5 of this Opportunities section),

- a well stocked pothole fishery for children could be developed in conjunction with the children's recreation area,
- a recreational vehicle campground may be feasible on the McLeod River just outside of Edson. This campground should cater to all segments of the recreational vehicle user market, but should place special emphasis on providing services for seniors, especially during the spring and fall seasons, and
- specialized activities, such as panning for gold, could be provided as an opportunity in conjunction with the children's recreational area and the recreational vehicle campground.

.4 Services can be provided to promote use of the hinterland:

- guiding and outfitting services for hunters, fishermen, and backcountry users, and
- rental of outdoor equipment such as ATV's, canoes, boats, tents, tent trailers, and campers.

The main market for the above services would be novice and intermediate level backcountry users. Concessions might be viable in the proposed Pioneer Provincial Park northeast of Edson.

.5 Events and attractions can be developed which relate to Edson as the proposed focus of the Historic Yellowhead Transportation Corridor theme:

- highlight the Rosevear Ferry (one of Alberta's last ferries) on the existing auto tour*,

- expand the scope of the planned Galloway Station Museum (located in the RCMP Centennial Park) to tell the story, not only of the railway history of the area, as is presently proposed, but of the history and growth of all major types of transportation in the Yellowhead Corridor, including use of the Corridor as an overland fur trade route and the development of the Yellowhead Highway as a major route to the west coast. Appropriate display items (memorabilia, equipment) from all three eras of transportation history (fur trade, rail, and highway) could be acquired and properly presented in the museum and adjacent grounds. The Edson Historical Society, currently involved with planning and development of the Galloway Station Museum, should be encouraged to expand the scope of its activities.
- integrate the proposed children's recreation area with the Galloway Station Museum and develop it along a transportation theme, highlighting the many forms of travel, past and present, used along this corridor (interactive activities such as pumping and riding on a rail handcar could be featured),
- identify abandoned railroad alignments and develop local trails (biking, walking, etc.) with an interpretive emphasis,
- consider developing the Edson-Grande Prairie Trail (a local Edson counterpart to Edmonton's Trail North Foundation should be established to organize revitalization of the Trail. The entire length of the Trail could be marked and portions of it

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* Tour No. Two - Bear Lake Road Adventure in the Evergreen Tourist Association's brochure entitled "Evergreen Tourist Mini-Tours".

identified for hiking, horse use, and possibly ATV use),
- stage annual events re-enacting travel along historic routes, and
- investigate the feasibility of providing rail service to Jasper using antique locomotives and railcars (operating equipment might be available from antique railway museums, such as the Alberta Pioneer Railway Museum located north of Edmonton).

o Constraints

.1 Lack of attractions in Edson makes it difficult to extend the stay of visitors passing through the town.

.2 The aesthetics of the commercial route through Edson create an unfavourable impression of the community.

.3 The Edson Historical Society may have difficulty in raising the funds to develop and operate the proposed expanded version of the Galloway Station Museum.

3.5.6 Coal Branch

This tourism development unit includes Highway 47 south from Edson to its junction with Highway 40, and Highway 40 from its junction with the Yellowhead Highway, south to the boundary of the Evergreen Tourism Zone in the Rocky Mountains Forest Reserve. Major resources include: the scenic foothills and mountain environment, historic industrial ghost towns, contemporary communities, historic and contemporary resource extraction sites, and outdoor recreation opportunities along the highways.

The thematic focus for this development area will be on touring the Coal Branch. Tourism opportunities and development will focus on exploring the Coal Branch through the provision of facilities and services for visitors.

The following market characteristics are particularly relevant to this unit:

- primary visitor activities, in addition to the main purpose of travel, are sightseeing, camping, visiting museums/historic displays, and relaxing/resting, and
- camping and fishing gear are the most common items of recreational equipment brought by visitors.

o Tourism Development Opportunities

.1 An Alberta Exploration Guide and tape tour explaining the natural history of the foothills and mountains, the industrial development history of the Coal Branch, and the contemporary interaction of resource extraction and natural environment should be produced. Natural and cultural resources to be addressed include:

- foothills and mountain landscape,
- significance of the area as a watershed,
- geology and coal formation,
- sub-alpine and alpine ecosystems at the Continental Divide including ungulates such as mountain sheep, goats, and caribou,
- Cadomin Cave, Mountain Park Spring,
- history of development of coal industry, and railroads,
- early mining towns and ghost towns (Mountain Park), - operating mines (Gregg River Mine),
- timber harvesting and reclamation (St. Regis, (Alberta) Ltd., historic Gregg Cabin),
- significance of Forestry Trunk Road, and

- mitigating measures undertaken by resource extraction operations to maintain sustained yields, reclaim extraction sites, and minimize environmental impact (contemporary industry and government as custodians of the local (environment).

The Exploration Guide should integrate the natural history and resource extraction stories (forestry, coal mining) and supplement the written story with on-site facilities and opportunities:

- appropriate directional, site, and interpretive signage,
- pull-offs and viewpoints (e.g., Gregg River Mine Pit Face and Cardinal Divide),
- trails and mini-tours staged from Alberta Forest Service Recreation Areas,
- relate to existing interpretive trails developed by St. Regis (Alberta) Ltd. near the junction of Highways 47 and 40,
- relate to existing viewpoints and trails near Hinton developed by St. Regis, and

- relate to Alberta Forestry Museum in Hinton.

.2 Alberta Forest Service is willing to develop a staging area for trail use; shelters, and cross country skiing, snowmobile, and equestrian trails in the Cadomin area, if a private operator would build a year round auto-access campground on privately owned land in Cadomin.* A feasibility study to determine the viability of a private campground would have to be undertaken.

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* Personal communication with T. Sekora, Alberta Forest Service, Edson, December, 1983.

- Constraints

  .1 Highways 40 and 47 are dusty and carry substantial numbers of heavy industrial vehicles.* Both factors are not conducive to promoting and attracting general tourist traffic on these roads.

  .2 There is potential for conflict between tourist and industrial traffic on secondary roads.

  .3 Food and gasoline services must be upgraded (more variety and extended hours of operation) along these roads to serve the tourist market.

  .4 A privately operated campground may not be viable in the Coal Branch because of the free camping available in Alberta Forest Service Recreation Area campgrounds.

3.5.7 Hinton

Hinton is located on the Yellowhead Highway 23 kilometres east of the Jasper National Park gate. It is in a foothills setting with a view of the mountains and adjacent to a major pulp and paper industrial site. This unit has good access for touring, outdoor recreation facilities, and wildlands/wilderness opportunities. Hinton operates as a service centre for the forestry and coal industries, and Yellowhead Highway traffic. It accommodates overflow tourism from Jasper and travellers seeking lower prices than those available in Jasper.

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*Alberta Transportation plans to hard surface Highway 47 to Robb in 1984 (subject to budget approval).

Thematically, Hinton can be characterized as the "western hub of the Evergreen Zone". It is a major staging area and service centre providing extensive and wide-ranging services for travelling and destination markets travelling into the Coal Branch, Jasper, Grande Prairie (in the future), and Edmonton.

The following market characteristics are particularly relevant to this unit:

- expenditures by residents and non-residents are mainly for auto gas, oil, maintenance and repair; meals and refreshments; and lodging,
- volume of traffic is high, comprised mainly of resident Albertans and non-Alberta resident Canadian visitors from British Columbia, Saskatchewan and Manitoba. The majority of the resident travel is local or inter-town and Albertans visiting from outside the Evergreen Zone are mainly travelling to visit friends and relatives. Non-residents travel to the Zone because they are on vacation or are visiting friends and relatives,
- bus tours use Highway 16 extensively,
- primary visitor activities, in addition to the main purpose of travel, are sightseeing, camping, visiting museums/historic displays, and relaxing/resting,
- shopping is an important activity during vacations, and
- the majority of visitors to the Zone bring no recreational equipment; and of those that do, camping and fishing equipment are most frequently brought.

o Tourism Development Opportunities

.1 Traditionally, the St. Regis Marathon Cross Country Ski Race is held as a provincial event; however, in 1984 this race will become the Canadian cross-country ski championship (for 1984 only; in 1985 the Canadian Championship will be held in another part of Canada).

The organizers should build on the recognition and publicity that this event will bring and use the momentum as a springboard to permanently enhancing the status of the provincial event and to holding other prestigious provincial, national, and international championships. The trails should gain added status and appeal to Albertan skiers and may ultimately attract more skiers. Opportunities would include:

- provision of transportation and accommodation packages for spectators of the event,
- provision of transportation and accommodation for skiers wishing to use the St. Regis ski trails, and
- the increased profile for cross-country skiing may produce additional opportunity for operations such as the Black Cat Guest Ranch and the Overlander Motor Lodge, both of which offer cross-country skiing trails.

.2 Day trip packages could be cooperatively established between operators of accommodation facilities and operators of outdoor recreation services to offer trail riding excursions, cross-country skiing, sightseeing, canoeing, hiking, natural history touring, and guide services for all of the above. Equipment rental could also be part of the packages. This type of mutual cooperation and integrated opportunity packaging should benefit merchants and operators alike.

.3 An opportunity exists for better promotion of local and regional events. Present literature gives little, and in many cases, no detail of what activities take place during events. The name of an event is not enough information for visitors. Local events should include or represent activities relating to local industrial themes, i.e., lumberjack contests, mining related contests or activities, etc.

.4 Shopping is an important activity during vacations. Hinton can develop this opportunity based on its existing and planned shopping and service centre. The market would include highway traffic as well as vacationers visiting friends and relatives in Hinton and area.

.5 The Recreation Centre provides good indoor recreation opportunities for business travellers, people visiting friends and relatives, and for travellers staying overnight or making a rest stop. The Centre can be promoted through accommodation establishments, food service outlets, and auto service centres. It is important to make local residents aware of this facility as a place to bring friends and relatives visiting the area. The Recreation Centre offers a swimming pool, racquetball and squash courts, a skating rink, a curling rink, small meeting rooms, and craft rooms.

.6 An opportunity exists to develop a children's park adjacent to the Recreation Centre, for local use, stop over traffic, and pass-through traffic. Hinton is a logical place to stop for food, auto service or a rest/break before entering Jasper National Park. Hinton will become even more important as a stop over when Highway 40 to Grande Prairie is completed.

.7 Tours and Attractions based on an industrial theme could be developed:

- a brochure can be developed by the forest industry companies to integrate forest industry resources such as the pulp and paper plant (viewpoint and trails) and Forestry Museum. The brochure should address such issues as the "rotten egg" smell occasionally noticeable in Hinton and surrounding area. This "disadvantage" (smell) should be turned into an advantage and provide another opportunity for explaining the significance of the forestry industry to Hinton and Alberta, and the tourism opportunities generated by the industry.
- an orientation theatre should be developed (perhaps as part of the Hinton information centre or the Alberta Forestry Museum) in conjunction with the forestry and coal industries to present orientation audio-visual and film presentations to the public. The presentations would give overviews of the industries and highlight tourism opportunities based on industrial resources. The forest industries along with the Hinton Chamber of Commerce could develop and operate this theatre in conjunction with the Evergreen Tourist Association.

.8 A long term objective should be to expand the Alberta Forestry Museum. The town or an advocacy group might seek to expand the scope of the present facility to include contemporary forestry practices and to operate the program with the Hinton Forest Technology School. A new location along the highway in conjunction with shopping and the information centre would help attract clientele from the Yellowhead corridor. If combined with the suggested orientation theatre, the Museum could become a much more interesting attraction. It could help satisfy one of the basic recommendations of Section 3.4 which is to detain and divert travellers on the Yellowhead Highway. The facility objectives should include giving patrons an interesting perspective on the environmental and resource extraction features of the region and then making tour packages or an auto tour guide available, which provides patrons the opportunity for first hand visitation.

The market for the opportunities described in .7 and .8 above, includes highway travellers, people visiting friends and relatives, school groups studying industrial curriculum units, and professional and technical personnel.

.9 An opportunity exists to improve the character of the Hinton (upper town) highway strip to encourage tourists to stop and to provide an atmosphere for commerce based on a quality tourism service centre. Specific suggestions include:

- highway median development with tree planting,
- masking of tracks with either highway median development or landscaping,
- well identified parking areas and pedestrian links, and
- thematic streetscape elements which link the entire commercial area (e.g., site furnishings, signage, building materials, etc.).

.10 A catalogue and map series of all backcountry and resource roads (open for public use) should be produced by the Evergreen Zone and sold to ATV users, cross-country skiers, snowmobilers, and hikers. The maps could be made available at all Zone offices and information centres in Alberta.

- Constraints

  .1 Merchants should recognize that Hinton does not offer the same atmosphere, facilities, or setting that Jasper does, and should continue a realistic and flexible pricing policy on goods and services to reflect the quality of the tourism experience currently being offered.

  .2 The offensive smell from the pulp mill may discourage overnight and extended visitation to Hinton.

  .3 The visual appearance of the commercial strip and immediate vicinity gives a vacationer the impression of an industrial centre rather than a vacation spot.

  .4 Unreliable snow conditions in the area around Hinton make it difficult for operators offering skiing and snowmobiling opportunities.

  .5 The quality of cross country skiing opportunities in Jasper may make it difficult for facility operators in the Hinton area to compete.

  .6 It may be difficult to rationalize the holding of the Alberta cross country ski race championships on the St. Regis Trails after cross country ski trails are completed in the Georgetown area of Kananaskis Country to host the 1988 Olympic cross country skiing championships.

3.5.8 Western Wildlands

This tourism development unit extends from Highway 16 in the south to the Zone 7 boundary in the north, paralleling Highway 40 on the east side and including Grande Cache and Willmore Wilderness Park in the west. This unit is characterized by foothills and mountain terrain that varies from virtually undisturbed wilderness (Willmore Wilderness Park), to areas highly utilized by resource extraction and recreation developments.

Thematically, this unit should be developed to promote the "wildland" experience and skill development, and secondarily, touring and interpretive opportunities based on: natural history, the early fur trade, settlement, and contemporary resource extraction.

The following market characteristics are particularly relevant to this unit:

- primary activities, in addition to the main purpose of travel, are sightseeing, camping, visiting museums/historic displays, and relaxing/resting, and
- the majority of visitors to the Zone bring no recreational equipment; and of those that do, camping and fishing equipment are most frequently brought.

o Tourism Development Opportunities

.1 There are opportunities to expand services and facilities established to promote the wildlands/ wilderness experience:

- expand the guiding and outfitting industry to provide more day trips and overnight excursions into the foothills and wildlands of Willmore Wilderness Park and Jasper National Park.
- develop primary staging areas in Hinton and Grande Cache to provide supplies and equipment rentals for wildlands recreation.

- promote secondary staging areas such as Rock Lake and the Black Cat Guest Ranch, where vehicles can be parked in the proximity of trail heads that give access to more remote areas that can only be reached by foot or on horseback. The Black Cat Guest Ranch should investigate offering day long "park and ride" excursion packages, where vacationers can make reservations for one day horse rental with a packaged lunch and guide inclusive.
- operations such as the Black Cat Guest Ranch, should investigate the provision of reduced rate accommodation and meal packages during mid-week and off-season periods. These packages could be marketed to seniors, school groups, and others wishing to hike, sightsee, trail ride, canoe, study natural history, or take part in interpretive programs and activities.
- short self guiding interpretive trails keyed to inexpensive but well written brochures should be developed around facilities such as the Black Cat Guest Ranch. These trails would be attractive facilities for seniors and school groups.
- connecting links should be made between trails in William A. Switzer Provincial Park and private sector trails that run nearby. Costs of such linkages could be shared by government and the private sector or the linkages can be developed by the Alberta Forest Service.

.2 Develop opportunities for individuals to learn backcountry skills.

- as a service to its members, the Evergreen Tourist Association should develop a list of individuals who have attended and completed courses in outdoor recreation, survival, crafts, and nature interpretation skills at Blue Lake Centre. This list can then be used by operators to develop and offer their own skills teaching packages using experienced individuals and private sector facilities. This could be a viable operation, as the Blue Lake Centre has a seasonal waiting list for many of its skills programs.

- skills training could be packaged as one component of many, consisting of accommodation, meals, equipment rental, guide services, and skills instruction. A number of local operators could combine their services to offer a graduated package that could start with basic instruction and end up with an extended excursion (canoeing, trail riding, climbing, survival training). These packages could be tailored to particular seasons and offered year round (summer activities such as: canoeing, kayaking, trail riding, climbing; winter activities such as: snowshoeing, cross-country skiing, winter survival).
- special skills instruction packages could be developed for school groups to take advantage of a market during off-season. Skills training packages for families should also be developed.

.3 Development of access facilities and interpretive materials for Jasper National Park and Willmore Wilderness Park:

- develop access points and parking lots off Highway 40,
- develop trail maps and interpretive materials for wilderness use,
- develop linkages between private sector facilities and the wilderness areas, and

- package day trip and overnight nature appreciation and photography excursions (these trips could be offered as commercial ventures out of guest ranches, accommodation facilities, or equipment rental outlets).

.4 Grande Cache may have an opportunity to expand its overnight and pass-through services for travellers between Grande Prairie and Hinton upon completion of the highway between Grande Cache and Grande Prairie.

.5 B.C. Forest Products plans to develop a small campground offering 25 sites, water supply, pads, and fire pits. This campground is to be located in the Little Smokey River area, 18 kilometres east of the Forestry Trunk Road, township 57-04-W6, and is scheduled for completion by 1985.

In addition, B.C. Forest Products anticipates completion of a recreation plan for the development of recreation facilities and wildlife habitat within its forest management area by mid 1984. There are numerous recreation development ideas being considered including the development of a snowmobile trail with shelters from Grande Cache to Fox Creek, connecting to the Whitecourt Trail.*

o Constraints

.1 Grande Cache is perceived as an "end of the road" community.

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* Personal communication with Bob Beard, Representative, B.C. Forest Products, January, 1984.

.2 There are few services and attractions between Hinton and Grande Cache.

.3 Extensive cut blocks adjacent to Highway 40, between Hinton and Grande Cache, provide a negative visual experience and erode the western wildlands theme.

.4 The combined tourism resources (scenery, facilities, and attractions) of Jasper are superior in drawing power to those of the Western Wildlands unit, and most people will likely select Jasper over Grande Cache as their holiday destination.

3.6 Linkages with other Tourism Zones

In reviewing recently completed zone destination area studies it was found that transportation corridors were the most common linkage with the Evergreen Zone from the Battle River, Land of the Midnight Twilight, David Thompson Country, and Edmonton Zones.

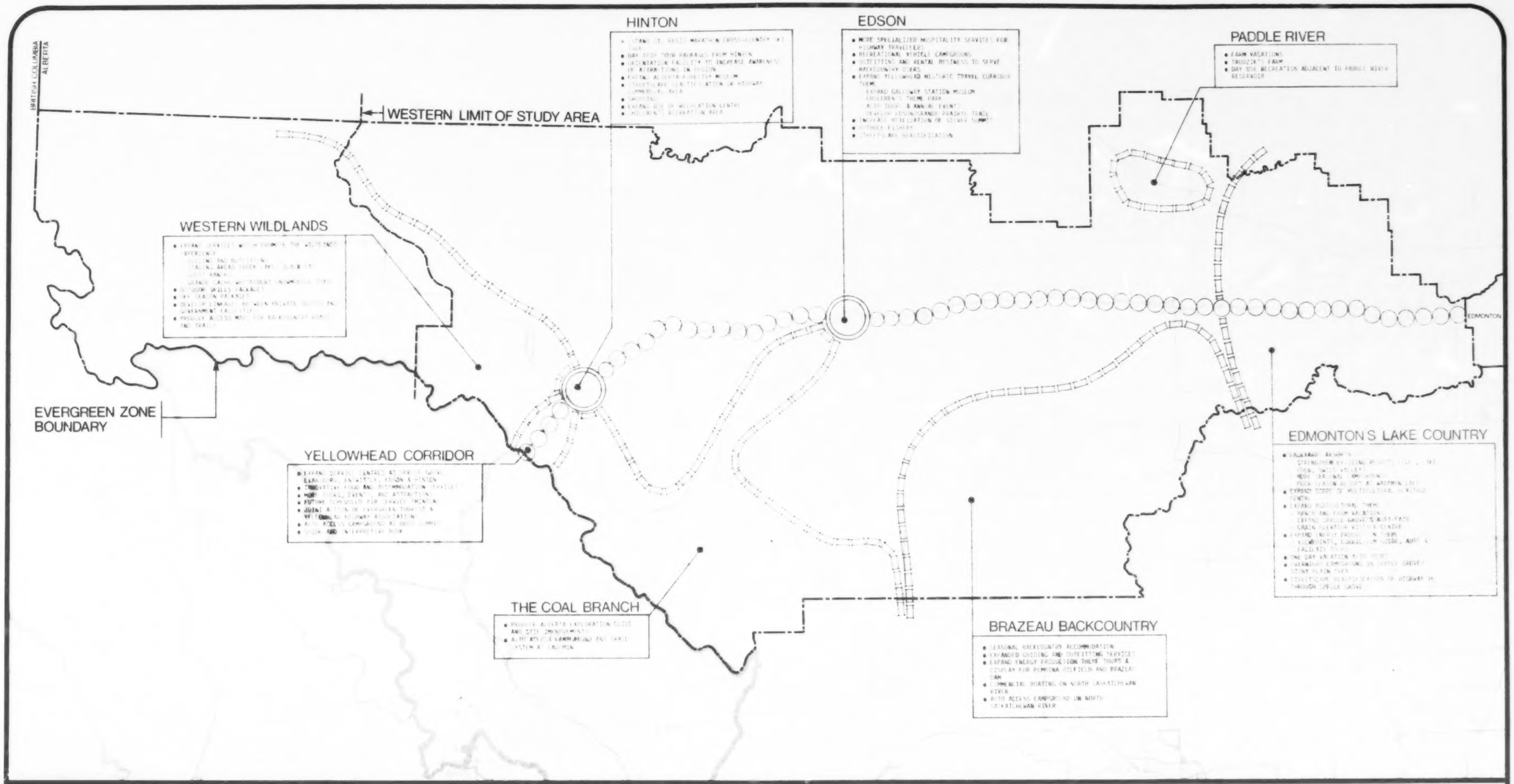
The Battle River Zone provides access from Highway 60 through Devon, Secondary Road 770 to Edmonton Beach and Highway 22 to either Drayton Valley or Secondary Road 759 via the new Berrymoor Bridge. This provides an opportunity to develop circle tours by including key attractions in each zone.

The Land of the Midnight Twilight provides the main access from Highway 33. The remaining routes are via secondary roads. Opportunities for circle tours are limited.

The David Thompson Country Zone provides access from Highway 22 to either Drayton Valley or Secondary Road 759 via the new Berrymoor Bridge and the Forestry Trunk Road. The Forestry Trunk Road would be the major route in providing a zone to zone linkage. Potential for expansion of the present market using the Forestry Trunk Road is limited due to the poor condition of the road, but this may be an opportunity that could be expanded by carrying out more intense target marketing.

The City of Edmonton Zone is one of the major influences on the Evergreen Zone. Edmonton provides Zone 7 with a market and acts as a service centre and an attraction to visitors travelling in the Zone. The implications of Edmonton as an attraction and market are discussed throughout the study.

The proposed highway linkage between Grande Cache and Grande Prairie will affect three zones and will provide a variety of tourism opportunities: new tourist route for residents of Peace River Region, commercial and business growth, circle tours, a new tourist route to Alaska, and an alternate route for bus tours. The Highway 32 link between the Evergreen and Game Country Tourism Zone could be promoted as an auto tour route. The highway has been recently paved, has scenic qualities, and connects to such features as the Rosevear Ferry, the Pioneer Lakes area, Shiningbank Lake, McLeod River Valley, Whitecourt Mountain, and the Town of Whitecourt.



HINTON

- [illegible] MARATHON CROSS-COUNTRY SKI [illegible]
- DAY TRIP TOUR PACKAGES FROM HINTON
- ORIENTATION FACILITY TO INCREASE AWARENESS OF ATTRACTIONS IN REGION
- EXPAND ALBERTA FORESTRY MUSEUM
- STREETSCAPE BEAUTIFICATION OF HIGHWAY COMMERCIAL AREA
- SHOPPING
- EXPAND USE OF RECREATION CENTRE
- [illegible] RECREATION AREA

EDSON

- MORE SPECIALIZED HOSPITALITY SERVICES FOR HIGHWAY TRAVELLERS
- RECREATIONAL VEHICLE CAMPGROUND
- OUTFITTING AND RENTAL BUSINESS TO SERVE BACKCOUNTRY USERS
- EXPAND YELLOWHEAD HISTORIC TRAVEL CORRIDOR THEME
  - EXPAND GALLOWAY STATION MUSEUM
  - CHILDREN'S THEME PARK
  - AUTO TOURS & ANNUAL EVENTS
  - DEVELOP EDSON/GRANDE PRAIRIE TRAIL
- INCREASE UTILIZATION OF SILVER SUMMIT
- [illegible] FISHERY
- STREETSCAPE BEAUTIFICATION

PADDLE RIVER

- FARM VACATIONS
- TRUDZIK'S FARM
- DAY USE RECREATION ADJACENT TO PADDLE RIVER RESERVOIR

WESTERN WILDLANDS

- EXPAND SERVICES WHICH ENHANCE THE WILDERNESS EXPERIENCE
  - GUIDING AND OUTFITTING
  - STAGING AREAS (ROCK LAKE, [illegible]
  - [illegible] RANCH)
  - GRANDE CACHE-[illegible] SNOWMOBILE TRAIL
- OUTDOOR SKILLS PACKAGES
- OFF SEASON PACKAGES
- DEVELOP LINKAGES BETWEEN PRIVATE SECTOR AND GOVERNMENT FACILITIES
- PRODUCE ACCESS MAPS FOR BACKCOUNTRY AREAS AND TRAILS

YELLOWHEAD CORRIDOR

- EXPAND SERVICE CENTRES AT SPRUCE GROVE, EVANSBURG, ENTWISTLE, EDSON & HINTON
- INNOVATIVE ROAD AND INFORMATION SERVICES
- MORE TOURS, EVENTS, AND ATTRACTIONS
- FUTURE SCHEDULED AIR SERVICE (HINTON)
- JOINT ACTION OF EVERGREEN TOURIST & YELLOWHEAD HIGHWAY ASSOCIATION
- AUTO ACCESS CAMPGROUND AT OBED SUMMIT
- SIGN AND INTERPRETIVE [illegible]

THE COAL BRANCH

- PROMOTE ALBERTA [illegible] GUIDE AND SITE IMPROVEMENTS
- AUTO ACCESS CAMPGROUND AND TRAIL SYSTEM AT CADOMIN

BRAZEAU BACKCOUNTRY

- SEASONAL BACKCOUNTRY ACCOMMODATION
- EXPANDED GUIDING AND OUTFITTING SERVICES
- EXPAND ENERGY PRODUCTION THEME TOURS & DISPLAY FOR PEMBINA OILFIELD AND BRAZEAU DAM
- COMMERCIAL BOATING ON NORTH SASKATCHEWAN RIVER
- AUTO ACCESS CAMPGROUND ON NORTH SASKATCHEWAN RIVER

EDMONTON'S LAKE COUNTRY

- [illegible] RESORTS
  - STRENGTHEN EXISTING RESORTS ([illegible] SWISS VALLEY)
  - MORE SEASONAL CAMPGROUNDS
  - FOUR SEASON RESORT AT WABAMUN LAKE
- EXPAND SCOPE OF MULTICULTURAL HERITAGE CENTRE
- EXPAND AGRICULTURAL THEME
  - RANCH AND FARM VACATIONS
  - EXPAND SPRUCE GROVE'S AGRI-FAIR
  - GRAIN ELEVATOR VISITOR CENTRE
- EXPAND ENERGY PRODUCTION THEME
  - VIEWPOINTS, [illegible] GUIDE, AUTO & FACILITY TOURS
- ONE DAY VACATION AUTO TOURS
- OVERNIGHT CAMPGROUND IN SPRUCE GROVE/STONY PLAIN AREA
- STREETSCAPE BEAUTIFICATION OF HIGHWAY 16 THROUGH SPRUCE GROVE

LEGEND

- TOURISM DEVELOPMENT UNITS (CONCEPTUAL BOUNDARIES)
- YELLOWHEAD CORRIDOR
- TOURISM OPPORTUNITIES

BAHNUIK AND WRIGHT

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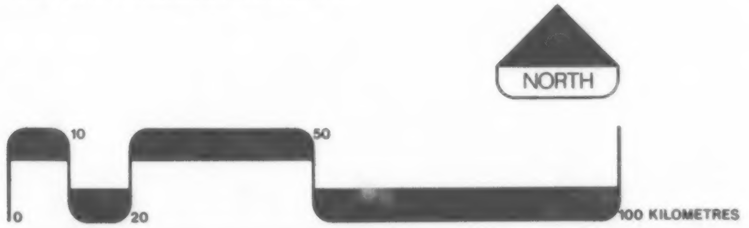

EVERGREEN
TOURISM DESTINATION AREA STUDY

2. TOURISM DEVELOPMENT UNITS

BASE MAP SUPPLIED BY ALBERTA ENERGY AND NATURAL RESOURCES 1983

4.0 BIOPHYSICAL RESOURCES

4.1 Introduction

The Evergreen Zone, as its name would suggest, is noted for its forests and related features such as lakes, rivers and streams. These resources provide the basis for much of the tourism activity in the region.

The inventory of natural features has two objectives:

1) to provide broad definitions of the physical and biological make-up of the region, and
2) to highlight specific resources which could be of interest to the tourist.

Broad regional definitions (e.g., physiographic regions and eco-regions) will be used in formulating development strategies which thematically link groups of specific features together (See Maps 3 and 4). Specific features are found in Categories A and B of Appendix A, with the most significant features appearing on the maps.

The analysis of the region's biophysical resources is organized around three main components. Firstly, the factor of climate is discussed in relationship to its effect on tourism and other industries in the region. Secondly, terrain features are inventoried. Terrain features refer to the geology, hydrology and surficial landforms inherent in the region. Climate and terrain determine (to a great extent) the evolution of vegetation, and wildlife. These are the focus of the third area of investigation-biological resources.

4.2 Climate

The dominant feature of climate for the Evergreen Zone is a gradient of climatic regimes from the continental forest zone of the Prairie Provinces to the alpine climate of the Rocky Mountains (Langley, 1972). This gradient in climatic patterns is caused by a change in elevation along the east-west axis of the study area. This variance across the zone affects the number of suitable days for outdoor tourism activities, which in turn can affect the viability of tourist enterprises.

Environment Canada (Masterton et al., 1976), has characterized much of the study area (including the foothills and mountain subregions) according to the effect of climate on tourism. The seasonal durations for several reporting stations are found in Table I. In addition, Table II identifies climatic criteria used in determining a range of outdoor activities. Table III then outlines the actual number of suitable days for a number of reporting stations in this region.

o Winter Activities

The winter season varies from 175 days near Edmonton to greater than 200 days in the foothills and mountains. Of this period, only 129 to 150+ days have reliable snow cover. For activities which depend on snow cover, approximately 70 to 90 days are satisfactory for skiing and approximately 88 to 118 days for snowmobiling. The number of suitable days for winter landscape auto touring is highest along the foothills (140 days) and lower in the eastern portion of the study area (135 days).

Generally, winter conditions favourable for tourism improve toward the west because of more moderate temperatures and more reliable snow conditions. An anomoly to this general trend occurs in the Athabasca River Valley (in the Hinton to Entrance area) where chinook winds cause the snow cover to be less reliable due to early melting and lower precipitation. In relationship to the

TABLE I
SEASONAL DURATION

A) STARTING AND ENDING DATES

STATION	WINTER		First Day Of Spring	HIGH SUMMER	
	STARTING	ENDING		STARTING	ENDING
Edmonton	Oct. 31	Apr. 23	May 8	May 27	Sept. 5
Edson	Oct. 20	May 5	May 20	June 5	Sept. 2
Brazeau	Oct. 22	May 5	May 20	June 7	Sept. 2*
Entrance	Oct.10-20*	May 5-10*	May 20-25*	June 10*	Sept. 1*
Calgary**	Oct. 19	May 4	May 19	June 6	Sept. 9

B) DURATION OF SEASON IN DAYS

STATION	Winter	Reliable Snow Cover	Spring Shoulder	High Summer	Autumn Shoulder	Complete Summer
Edmonton	175	129	19	102	55	176
Edson	198	140*	16	90	47	153
Brazeau	196	150*	18	88	49	155
Entrance	200*	140-150*	N/A	90*	N/A	150-155*
Calgary**	198	110	16	107	54	177

Seasonal Definitions

Winter: first and last dates of the presence of snow cover.

Reliable Snow Cover: the first and last dates that snow remains on the ground for at least seven consecutive days.

Spring Shoulder: follows spring thaw with dry ground conditions but with cool temperatures. Activities such as golfing, fishing and picnicking become increasingly popular.

High Summer: when the mean daily maximum temperature exceeds 18.3° C (65°F). Water-based activities most prominent.

Autumn Shoulder: from end of high summer to start of winter. Decline of summer activities.

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* interpolated from maps.

**not in region but added for comparative purposes.

N/A - not available.

Source: (Masterton et al., 1976, Table 1 and Figures 5, 6, 7, 16, 17, 18, 33, 35, 36 and 38).

TABLE II

CLIMATIC CRITERIA FOR DESIGNATION OF A SUITABLE DAY BY ACTIVITY OR ACTIVITY GROUPING

Activity	Temperature (°Celcius)	Visibility (kilometres)	Thick Cloud (tenths)	Hourly Wind (km/hr)	Snow Cover (mm)	Precipitation
Landscape Touring	-24 to 31.7	greater than 4.8	N/A*	less than 41.6	N/A	Nil
Skiing	greater than -14.4	greater than 0.8	N/A	less than 25.6	greater than 25	Nil or light
Snow-mobiling	greater than -21.1	greater than 0.8	N/a	less than 25.6	greater than 25	Nil or light
Passive Activities	greater than 12.2	greater than 1.6	less than 8	less than 33.6	N/A	Nil
Vigorous Activities	12.8 to 31.7	greater than 3.2	less than 8	less than 33.6	N/A	Nil
Beaching Activities	greater than 17.8	greater than 1.6	less than 8	less than 25.6	N/A	Nil

* N/A = not applicable

Source: Masterton et al., 1976, p86.

TABLE III

CLIMATIC SUITABILITY

A) NO. OF SUITABLE WINTER DAYS

STATION	Landscape Touring	Skiing	Snowmobiling
Edmonton	135-138	70	88
Edson	140+	90+	118
Brazeau	140+	90+	108
Entrance	140+	70-80	105

B) NO. OF SUITABLE DAYS DURING HIGH SUMMER

STATION	Landscape Touring	Passive Activities	Vigorous Activities	Beaching Activities
Edmonton	95	62	62	40-45
Edson	82	55	53	39
Brazeau	83	57	55	41
Entrance	70	48	45-50	30

C) NO. OF SUITABLE DAYS DURING COMPLETE SUMMER

STATION	Landscape Touring	Passive Activities	Vigorous Activities	Beaching Activities
Edmonton	164	91	88	
Edson	147	84	74	same as
Brazeau	145	87	75	above
Entrance	130	75-80	79	

Source: Masterton et al., 1976, Figures 106-117.

Note: all values are interpolated from maps and are approximate.

rest of Alberta and the Prairie Provinces, the entire study area is ranked by Environment Canada as having the most favourable winter recreational climate (Masterton et al., 1976, Fig. 109).

o Summer Activities

As expected, the summer season is much shorter, cooler and wetter in the foothills than in the plains around Edmonton. The high summer period ranges from 102 days to less than 80 days across the region. Adding the spring and fall shoulder seasons increases the summer total to 176 days in Edmonton and to about 150 days in the foothills. Of these totals, some days are unsuitable for recreational activities due to precipitation, excessive winds and cloudiness, etc. Table III displays the number of suitable days for summer landscape touring, passive activities, vigorous activities and beach related activities. Passive activities include gardening, walking, and picnicking, etc.; whereas, vigorous activities refer to active field sports, and bicycling, etc.

The region offers approximately 90 to less than 75 suitable days for most outdoor summer activities. The warmer conditions for beach related activities occur for only 30 to 40 days of the year. Landscape touring can occur from 130 to 165 days.

In direct contrast to winter activities, the number of suitable days for outdoor tourism steadily declines from east to west. The eastern portion of the study area is ranked among the best in the Prairie Provinces for overall recreation suitability (Masterton et al., 1976, Fig. 118). The region west of Edson ranks appreciably less. The greater attractivity of the foothills and mountains would counteract the less desirable climatic conditions in the west; however, any western facility operator who is dependent on suitable weather conditions, will have fewer days available during which revenue may be generated.

In conclusion, the direct relationships of tourism and climate in the region have been outlined. Climate also affects other economic activities in the region which in turn affect the 'flavour' or character of tourism in the region. This point is demonstrated amply by the presence of agriculture in the east and forestry in the west. Climate (and soils) limits cultivated crops to the Aspen Parkland and Boreal Mixedwood Ecoregions as illustrated on Map 4. In the western portion of the study area, ample rainfall and cooler temperatures in the Boreal Uplands and Subalpine regions have produced some excellent commercial timber.

4.3 Terrain Resources

The Evergreen Zone displays a diversity of landscapes. The rugged grandeur of the Rocky Mountains is separated from the rolling pastoral plains of Stony Plain by a gradual transition of elevation and landform. Terrain contributes to the attractiveness of the study area for tourism through such features as river valleys, lakes, mountains, geological features and points of interest. Also, an understanding of regional terrain patterns (i.e., physiographic regions) will assist in developing themes and identifying general dispersed recreational opportunities.

4.3.1 Physiographic Regions

The lakes, rivers, and visual diversity are significantly influenced by the earth-forming processes which have created the terrain of the Evergreen Zone. Major physiographic regions of the Zone are shown on Map 3. These boundaries have been defined by the Agriculture Canada, Soil Survey Unit*. Five physiographic regions fall within the Evergreen Zone.

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* Personal Communication with Wayne Pettapiece, Soil Survey, Agriculture Canada. Only a provisional map was available during the preparation of this study.

- Eastern Alberta Plains (Edmonton Plains)

This plain is underlain by the Edmonton formation bedrock. The surficial geology is complex, relating to a variety of depositional processes: lacustrine (deposition by lake bottom sedimentation), fluvial (deposition by the moving water of rivers and streams), morainal (deposition by glaciers), and aeolian (deposition by the action of wind, such as a sand dune). The predominant feature affecting tourism is the presence of many large and small lakes including Lake Wabamun, Isle Lake, Lac La Nonne, and Lac Ste. Anne.

Interesting landforms include an area of stabilized dunes along Highway 60 (south of Stony Plain Indian Reserve). Another area of interest is the Glory Hills lake area which is a glacial deposit. Because of the lakes, interesting topography and natural forests of this area, the Glory Hills have attracted a great number of recreational users pursuing activities such as fishing, picnicking, camping, hiking, boating and beach-related activities.

- Western Alberta Plains

Separation between the eastern and western plains is marked by a change in the underlying bedrock (to the Paskapoo formation) and an increase in elevation. This region is marked by flat undulating plains deposited by glacial lakes at the foot of the receding Laurentide (continental) glacier. The Chip Lake, Edson and Brazeau Dam regions are characteristic of this landform. Also present in the region are hilly morainal landforms (e.g., west of Cynthia).

o Alberta Plateau

For the casual observer, this sub-region appears to be the beginning of the foothills and the Rocky Mountains; technically they are not. The Alberta Plateau is a highland area whose relief has been created by the erosion of rivers and streams rather than the mountain-forming processes of the Rocky Mountains. The foothills are created by folding and faulting. In addition, large portions of the sub-region have been blanketed with morainal deposits where the Rocky Mountain and Laurentide ice sheets came together. Interesting features of the region include a preglacial valley which extends from Hinton in an easterly direction through Edson. Also, between Edson and the Athabasca River to the north are highlands which are capped with Tertiary (preglacial) gravel deposits.

This region has a relatively high annual precipitation making it both productive for timber and valuable as a watershed for several large Alberta rivers, including the McLeod, Athabasca, and Pembina Rivers.

o Rocky Mountain Foothills

This area is characterized by ridged foothills. There are many opportunities for viewing and scenic touring. In addition, there are considerable resource extraction activities including forestry and coal mining.

o Rocky Mountains

The western edge of the Evergreen Zone is bounded by the Front Range of the Rocky Mountains. The spectacular relief, scenic value, and unique forms of wildlife and vegetation make this sub-region an exciting focus of activity for tourism in the Evergreen Zone.

4.3.2 Special Terrain Features

The most significant terrain features of the region have been identified in Appendix A, Category A - Natural Features and Category B - Lakes and Reservoirs. These features are highlighted on Map 3 - Terrain Resources and summarized below.

- Continental Divide

This line defines the height of land separating the major drainage basins of the Nelson River system which flows northeastward into the Hudson's Bay and the Mackenzie River system which flows north into the Arctic Ocean. While this feature is not visually prominent in some parts of the region, its identification along important highways could add to the interpretive significance of the region as a whole. Placement of a highway sign identifying the Continental Divide along Highway 43 would be particularly significant for travellers en route to the Alaska and Mackenzie Highways. A second key location would be along the Forestry Trunk Road or the Cardinal Divide where the relief is much more dramatic.

- Springs

Springs throughout the region are well documented in the Springs of Alberta (Borneuf, 1983). Of the 33 inventoried, most are of local significance. The water temperature of these springs are all less than 10° Celcius. Some may be located in proximity to other types of tourist attractions. In these instances, springs can add a further dimension to the general interest and interpretive story-line of that location. Specific examples could include the Mountain Park Spring (32-45-23-W5). This spring is a short distance west of the abandoned town of Mountain Park. Its flow varies from 23 to 68 litres per second (Borneuf, 1983, page 30) and has a temperature of 4.5° C. Sulfurous deposits and odours are evident.

The Obed Spring (4-53-22 W5) is also highlighted in the Springs of Alberta. Its relationship to Obed Lake and the Obed Summit would indicate further attention; however, the reconstruction of the Yellowhead Highway has seriously diminished the suitability of this resource as a tourism attraction.

- Waterfalls

There are no major waterfalls within the Evergreen Zone that are of provincial or national interest. Two smaller falls have been identified in the study area which are of regional interest. The Whitehorse Falls are accessible by foot or horseback from a trail beginning at the Whitehorse Creek Campground, south of Cadomin.

The Ogre Canyon and Falls presents the visitor with an interesting display of swirls and bowls carved into sandstone rock faces. It is possible to walk into the canyon for a unique sensory experience of enclosure, sound and flowing water.

- Major River Valleys

Rivers and river valleys are key landscape features of the Evergreen Zone. Typically, they are an important focus for activities such as canoeing, snowmobiling, cross-country skiing, camping, and fishing. They often represent a visual contrast to surrounding uplands. River valleys offer many opportunities for natural history interpretation relating to surficial landforms, bedrock exposures, habitat, and plant ecology. They often are repositories of prehistoric artifacts and were once routes for the early development of the region. Four major river valleys are highlighted on Map 3. They are as follows:

- Brazeau/North Saskatchewan River,
- Pembina River,
- McLeod River, and
- Athabasca River.

All of the highlighted rivers are identified canoe routes (Travel Alberta, 1978; Canoe Alberta Map) with the exception of the Pembina River.

For most visitors to the region, access to river valleys is primarily at bridge crossings. These become important recreational areas and staging points for activity along the river. River crossings with a history of activity include Highway 60 on the North Saskatchewan River and Highway 16 on the Pembina River (Pembina River Provincial Park). Other river crossings have undeveloped potential for day use, canoe launching, and overnight camping.

o Points of Interest

Several interesting features have been identifed in the study area. Descriptions of these features are found in Category A of Appendix A. The list of features includes:

- special landforms such as the Glory Hills area and the active dunes in the Brule Lake Area, and
- geological phenomena including the Cadomin Cave, Gregg River Coal Mine Pit Face, and the Sundance Lake Wild Sculpture.

The latter is a series of sandstone cliffs that have been eroded by wind and water into bulbous forms and hoodoos. Unfortunately, these are quite isolated and not visually prominent.

The Cadomin Cave is an extensive series of underground caverns and chambers. The Alberta Forest Service advises that individuals entering the cave use extreme caution. The promotion of Cadomin Cave as a general tourist attraction is not feasible because of the dangers involved. Promotion for selective markets may be appropriate. Improvements in directions and instructions to visitors would be required.

Other points of interest include the Obed Summit, which is the highest elevation of the Yellowhead Highway. This fact is extremely significant for the Yellowhead as a travel route. It is the lowest elevation of the three major mountain passes which have highways connecting to the west coast. This factor has helped make the Yellowhead a preferred route for truckers and trailer caravans.

Also, the Pembina "Gorge" has been identified as an interesting feature. The Gorge is a particularly narrow and deep portion of the Pembina River Valley which is crossed by the Yellowhead Highway.

4.3.3 Lakes and Reservoirs

Waterbodies, man-made and natural, are an important focus of tourism and recreation activities in the region. Bathing, beach activities, camping, picnicking, boating, and fishing occur along the region's shorelands.

Basic descriptive and evaluative information is provided for over 90 lakes in the region in Appendix A - Category B, Lakes and Reservoirs. Map 3 highlights those lakes presented in Appendix A. The table categorizes existing developments on lake shorelands according to type of road access, the presence of a Provincial Park, Provincial Recreation area, Municipal Recreation area, cottage subdivision, or private resort. The quality of fishing has been characterized based on published surveys (Rhude, 1979) and information supplied by regional fisheries biologists*. The presence of critical ungulate and waterfowl habitat on or adjacent to each lake was based on key wildlife area maps prepared by Fish and Wildlife Division of Alberta Energy and Natural Resources. All of these factors, plus size, accessibility, and proximity of the lake to major travel routes contributed to an analysis of potential use for each lake. Lakes classed under the heading of "conservation" indicate that further recreational development should not be considered at this time. Lakes under the class of "potential for development" may be suitable candidates for more extensive development based on the carrying capacity of the lake and the suitability of the shorelands for development. More detailed feasibility would be required for specific developments on specific lakes. For the Counties of Lac Ste. Anne and Parkland, recommendations from the Regional Lakes Perspective (Edmonton Regional Planning Commission, 1974, Table 3) were reviewed and updated as deemed necessary. Values from this prior study for local, regional, provincial, and national significance were found to be generally valid.

Development of tourism opportunities adjacent to many of the lakes in the Edmonton Region will have to overcome some physical limitations. Many of the major lakes have poor water quality (i.e., shallow, weedy, and eutrophic). Much of the best shoreline has been developed already. Most of the major water-bodies (i.e., Lac La Nonne, Lac Ste. Anne, Isle Lake, Wabamun Lake, Nakamun and Paddle River Reservoir) have undergone extensive studies by the Edmonton Metropolitan or Yellowhead Regional Planning Commissions to establish future patterns of development. Lakes in Improvement District No. 14 are generally on crown land and in the Eastern Slopes Policy Area. The establishment of private enterprise operations on any of these lakes would require special approval of Alberta Energy and Natural Resources.

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* Personal communication with Carl Hunt and Dave Berry, Fish and Wildlife Division, Alberta Energy and Natural Resources.

Major lakes and reservoirs are highlighted on Map 3 and in the following discussion.

Nakamun Lake and Lac La Nonne are both on the northern boundary of the County of Lac Ste. Anne. In both cases, Area Structure Plans (Edmonton Regional Planning Commission, 1981 and 1982) have been approved which permit future commercial recreation development and cottaging at specific locations. A request for a Provincial Park or day use area at Lac La Nonne was expressed in the Area Stucture Plan.

Isle Lake and Lac Ste. Anne are both shallow lakes with cottage subdivisions, and commercial recreation. Area Structure Plans are being completed by the Yellowhead Regional Planning Commission. The potential for further development will be governed by these plans. At Lac Ste. Anne, an extensive tract of shoreland has been set aside for a potential Provincial Park.

Wabamun Lake is the most significant water body in the region. Recently, a lake management plan was initiated by the Yellowhead Regional Planning Commission. The extent of further development potential cannot be assessed until the completion of this study in 1984. The Paul Indian Band is currently contemplating a commercial resort development on a portion of its Reserve Land which fronts onto Wabamun Lake. This proposed development will have implications on the viability of other commercial recreation areas in the vicinity.

Chip Lake is a large shallow weedy body of water with generally poor shorelands for development. These factors, plus the more distant location from Edmonton, have restricted development severely. The potential for future tourism and recreational development is low.

Two man-made lakes in the region, the Paddle River Reservoir and Brazeau Reservoir, are operated by Alberta Environment and Trans-Alta Utilities Corp., respectively.

The Paddle River Reservoir is currently under construction, with filling of the reservoir scheduled for 1984. The primary objective of this reservoir is for flood control. Water levels will normally be kept low. During periods of peak runoff, the reservoir level will increase sharply and then be lowered by the slow release of water over the dam. This reservoir management practice will place limitations on commercial recreation development. Permanent structures will have to be placed above the flood zone. The resulting separation from the immediate shoreline at normal reservoir levels will create some inconveniences.

A site development study for the Paddle River Reservoir (EDA Collaborative Ltd., 1981) has recommended a day use area and boat launch to be developed with the completion of dam construction. Additional crown land is available for more extensive recreational facilities if required in the future. A current management plan study, initiated by Alberta Environment, will incorporate the potential for commercial recreation development or subdivisions.

The Brazeau Reservoir and Dam has gained increasing popularity for fishing, boating and camping. The Alberta Forest Service operates three recreation areas along the shoreline. Water level fluctuations and poor shoreline conditions limit recreational development. No recreational or land use planning studies have been undertaken recently. Private operators would have to negotiate access rights and/or lease arrangements with Alberta Energy and Natural Resources and Trans-Alta Utilities Corp.

4.4 Biological Resources

The flora and fauna of the Evergreen Zone have both direct and indirect impacts on tourism. Activities which are directly dependent include hunting, fishing, landscape touring and wildlife viewing. Indirectly, many other tourist activities rely on the flora and fauna to provide an atmosphere or setting for activities such as trail rides, camping, picnicking, canoeing, and hiking.

Broad regional definitions have been established in the Ecoregions of Alberta (Alberta Energy and Natural Resources, 1981). In addition, special features of the study area such as critical habitat, ecological reserves, natural areas, and special study areas have been identified on Map 4, Biological Resources.

4.4.1 Ecoregions

An ecoregion is the broadest level of ecological land classification. Ecoregions are differentiated by broad categories of climate, vegetation and soil group. While there are many unifying characteristics to each ecoregion, localized variances in vegetation and habitat characteristics will occur due to different terrain conditions.

There are six ecoregions within the Evergreen Zone representing a transition from Aspen Parkland in the east to Alpine Tundra in the Rocky Mountains along the west. Compared to a majority of other Alberta tourist zones, the Evergreen enjoys a much greater diversity of ecological regions. Only Tourism Zone 1 (Chinook) and Zone 4 (David Thompson) exhibit an equivalent diversity. In these two mountain bordering zones, the transition between ecoregions of the plains to the mountains is much more compressed and noticeable to travellers. In the Evergreen Zone a traveller may not readily identify the passage from one ecoregion to the next due to the gradual nature of this transition.

The locations of each ecoregion are illustrated on Map 4.

o Aspen Parkland Ecoregion

The occurrence of Aspen Parkland in the study region is limited to the vicinity of Spruce Grove. Characteristically, this ecoregion is dominated by stands of trembling aspen, interspersed with rough fescue grassland. Because of its productive soils, most of the ecoregion is highly modified by agricultural practices. The frost free growing season lasts approximately 95 days with a total annual precipitation of 460 millimetres.

Based on overall physical and natural attributes, the attraction for tourism and outdoor recreation of this ecoregion is relatively low compared to other parts of the study area. Much of the land is privately owned. Apart from Big Lake to the north (outside the study area) and the North Saskatchewan River, there are few water bodies or streams. Fishing is poor and hunting is restricted (bow and arrow only).

The key natural resource of this area which represents an opportunity for the growth of tourism and outdoor recreation is the North Saskatchewan River Valley. This valley corridor provides an excellent setting for various facilities; areas for day use and overnight activities; and routes for canoeing, hiking, and cross-country skiing.

Much of the river valley is protected by a Restricted Development Area (RDA) designation administered by Alberta Environment. Therefore, new major private facilities could not locate directly in the RDA but may be able to take advantage of the valley's natural attributes if located on adjacent land. The RDA extends from Edmonton to Devon.

- Boreal Mixedwood

The Boreal Mixedwood is the largest ecoregion in Alberta; occupying a majority of the northern half of the province. An extension of this ecoregion projects southward into Zone 7 in a wedge between the Aspen Parkland and the forest communities of the Rocky Mountains. Native forests consist of aspen. The climate is characterized by cooler temperatures and increased precipitation, as compared to the Boreal Mixedwood Ecoregion. The growing season is approximately 85 days. Forest cover species vary depending on drainage. Specifically, white spruce occur in moist soils and black spruce, willows, and sedges are associated with wet depressional areas and organic soils.

Agricultural activities are limited due to adverse climatic and soil conditions. Forestry is not well established because of the general unsuitability of aspen for commercial forestry operations.

The presence of the Glory Hills area and major lakes (e.g., Wabamun, Isle, Lac La Nonne, and Lac Ste. Anne) make this region very attractive for tourism and outdoor recreation. Water-based recreation (i.e., fishing, boating, sunbathing, swimming, and sailing) and water-enhanced recreation (i.e., cottaging, picnicking, camping, hiking, etc.) are very popular and have some potential for increased growth. Sport fishing in the major lakes is fair to excellent.

Moose and deer are the most prevalent ungulates and can be hunted during a relatively limited season. Fair to good habitat areas make duck hunting a significant fall activity.

The Pembina and North Saskatchewan Rivers are very attractive landscape resources for extensive recreational activities including boating, hiking, and skiing.

The remainder of this ecoregion is a mix of marginal agriculture and aspen forests with low to moderate attractivity for outdoor recreation.

- Boreal Foothills

This ecoregion is the most extensive in the Evergreen Zone. It occurs in a band, paralleling the Rocky Mountains. It is differentiated from other ecoregions by a mixture of aspen, balsam poplar, and lodgepole pine (Alberta Energy and Natural Resources, 1981, page 30). Other forest species include both black and white spruce. The climate is more cordilleran* in character. This region receives significantly more moisture (610 millimetres per annum) than the Boreal Mixedwood Ecoregion. Winter temperatures are slightly warmer and summers are slightly cooler. Agriculture is limited to forage production and grazing on the eastern fringe of this area. Forestry is a dominant economic activity.

The natural resources of the Boreal Foothills provide an excellent basis for extensive recreation activities such as fishing, hunting, hiking, dispersed canoeing, cross-country skiing, and snowmobiling, etc.

Opportunities for sport fishing vary in quality. Northern pike are better in some lakes including Shiningbank, Wolf, and Chip Lakes. Cold water species including mountain whitefish and various species of trout are also found in parts of this ecoregion.

Populations of white-tailed deer, mule deer, moose, and elk plus a two month long hunting season make this ecoregion the focus of fall hunting. This region is close enough to the populated

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* Pertaining to the Rocky Mountains and Foothills.

Edmonton area to permit more frequent but shorter duration, hunting trips.

Quality recreation sites for camping and picnicking usually are found in conjunction with water features such as rivers, streams, and lakes. The Alberta Forest Service is the most active agency in supplying these types of facilities. The potential for expansion of these recreation areas is considerable, although, there is little opportunity for private sector involvement because of the small size of sites, sporadic use, and availability of free campsites.

- Boreal Uplands

As its name would suggest, this region is a composite of Boreal and Cordilleran influences. The dominant vegetation is lodgepole pine. The climate is Boreal modified by the mountains. Annual precipitation is 600 millimetres; summers are cool; and the winters are slightly more moderate than lower elevations. There is considerably more variability in temperature and precipitation in the region. The influence of chinooks in the Athabasca River Valley causes warmer and dryer conditions than regional norms. Timber harvesting is a major economic activity of the region.

Similar to the Boreal Foothills, this ecoregion provides an excellent base for extensive and back-country forms of recreation. The key differences are significantly improved stream and river fishing. Hunting focuses more on trophy* sheep, elk, and moose. Trips tend to be longer and the hunters are more ardent and selective.

Access is a major limitation to use north of the Athabasca River Valley. Where roads exist, potential for auto touring and landscape viewing is moderately better (more diverse) than more easterly ecoregions; however, the appearance of the landscape is quite similar and repetitive over long distances.

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* Males with mature antlers.

As discussed previously, river-related recreation activities are important. The Wild Hay, Athabasca,* and McLeod Rivers are recognized canoe routes. These and many other streams provide for many high quality recreation sites. The value of this region as a primary watershed area could be developed as a theme for interpretive programs or auto exploration guides.

o Subalpine Ecoregion

The Subalpine ecoregion occupies a narrow band along the Rocky Mountains. Its limits are defined by the tree line (2,135 to 1,975 metres altitude). Lower limits vary from 1,490 metres to approximately 1,620 metres. Soils are poorly developed. The climate is considerably cooler and wetter (720 millimetres annual precipitation) than the more westerly ecoregions. The region experiences extreme variability in climatic conditions depending on elevation, orientation, relationships to mountain passes, etc. As a result, the changes can be noted in vegetation communities.

Three sub-units within this ecoregion have been identified (Alberta Energy and Natural Resources, 1983, page 23). The lower elevations are often occupied by lodgepole pine on shallow poorly developed soils. Forests of Englemann spruce and alpine fir dominate the middle slopes. The sparsely vegetated fir sub-region of which Englemann spruce, alpine fir, white bark pine, and alpine larch are typical species, is near the treeline. Climatic conditions limit plant growth and regeneration.

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* Pollution levels downstream from Hinton may have negative impact on the canoeing experience on the Athabasca River.

The attractiveness of the subalpine ecoregion for outdoor recreation is generally high because of the mountains. They provide a unique setting for activities (i.e., auto touring, hiking, camping, canoeing, hunting, and fishing) and related facilities.

Conditions for hunting and fishing are very similar to the Boreal Uplands Ecoregion. The added presence of mountain caribou and goats certainly adds interest to recreational experiences.

Counter-balancing the attractiveness for activity and development is the increased sensitivity of the environment and accompanying restrictive Provincial Government policies. A Policy for Resource Management of the Eastern Slopes (Alberta Energy and Natural Resources, 1977) governs the extent of recreation and tourism development in the region. Major developments are limited to highway corridors.

- Alpine Ecoregion

The Alpine ecoregion is limited to elevations above 1,980 metres (approximately). Within the study area its occurrence is very limited. The most significant areas are along the Cardinal River Divide and in the mountains surrounding Rock Lake. This ecoregion is much more extensively represented in Willmore Wilderness Park and Jasper National Park to the west of the study area. Climatic conditions are typically harsh and extremely variable. Orientation, inclination, and proximity to other features affect microclimate and vegetation. Daily temperatures vary widely. Freezing temperatures occur year round.

The resulting pattern of vegetation is complex and fragile. Most species are low growing with some interspersion of stunted stands of fir trees.

The Provincial Government has recognized the fragile nature of plant communities, the significant wildlife resources, and the wilderness recreational qualities of these environments. In A Policy for Resource Management of the Eastern Slopes (Alberta Energy and Natural Resources, 1977, page 7), all development and motorized recreation is prohibited in the Alpine Ecoregion.

4.4.2 Special Features

Map 4 also identifies critical habitat areas, ecological reserves, natural areas, and special study areas.

- Critical Wildlife Habitat Areas

These data have been compiled from 1:250,000 map sheets made available by the Wildlife Management Branch, Fish and Wildlife Division, Energy and Natural Resources. The shaded areas do not necessarily represent the presence of a particular species, but rather the habitat conditions which are critical to survival in times of stress. This designation basically indicates areas of concern to the Fish and Wildlife Division for specific species.*

The application of these data to tourism development in the region must be considered as preliminary. Specific projects in any location would require further assessment by Habitat Biologists.

These data represent both constraint and opportunity. Critical habitat areas must be viewed as a constraint. On the other hand the shaded critical habitat areas are indicative of the presence of various species which are spread over a greater geographical area. At the scale of mapping for the Evergreen Tourism

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* Personal communication with Al Bibauld, Habitat Biologist, Fish and Wildlife Division, Alberta Energy and Natural Resources.

Destination Area Study (1:1,000,000), the significance of shaded areas can only be differentiated for the encompassing categories of ungulates and waterfowl. The source map sheets provide greater detail by differentiating ungulate species, and waterfowl molting, staging, and production areas.

The western portion of the Evergreen study area is not significant for waterfowl habitat. However, many of the lakes in the Edmonton Plains region are identified by the Fish and Wildlife Division as being critical to the staging, production, or molting of waterfowl. These lakes include Chip, Brock, Isle, Wabamun, Majeau, Toad, Hasse, Jackfish, and Mayatan Lakes, plus Lac Ste. Anne and Lac La Nonne.

The presence of a variety of ungulates is a major resource for hunting and wildlife viewing. In addition to white-tailed deer, mule deer, elk, and moose, there are herds of mountain caribou which summer in Willmore Wilderness Park and winter in the Berland River region. The Willmore Wilderness Park has some of the largest populations of mountain sheep and goats. Herds of both sheep and goats may be observed along the alpine and subalpine ecoregions of the study area.

- Ecological Reserves and Natural Areas

Alberta Energy and Natural Resources administers a program of land designation and management for Ecological Reserves and Natural Areas. Natural Areas are designated under the Public Lands Act to protect lands with high quality natural features. Some areas have been set aside for recreational uses such as picnicking or hiking; others are designated for educational purposes. These latter are the classrooms for natural history instruction for many Alberta school children. In the Evergreen Zone, twenty-five to thirty sites are found in accessible locations in proximity to populated areas.

Ecological Reserves have been proposed to protect vegetation and wildlife habitat which are either representative of, or unique to regional ecosystems*. Fourteen sites have been identified by the Public Lands Division in Tourism Zone 7. The recreational use of Ecological Reserves is limited to non-motorized recreational activities. Hunting and fishing are prohibited. The possibility of developing an interpretive program as part of an auto tour should be explored more fully, where existing roads are in close proximity to these reserves. Of the several Ecological Reserves in the vicinity of the Cardinal River Divide, one or two may be suitable for this purpose. A roadside viewing area and/or self-guiding interpretive trail would add interest and diversity to an auto tour or mountain vacation experience.

o Special Study Areas**

Four special study areas are identified on Map 4. These areas may be valuable because of the more detailed scientific knowledge available about them, which may be useful in developing any opportunities involving natural history interpretation. The Cache- Percotte forest is a field training site for the Hinton

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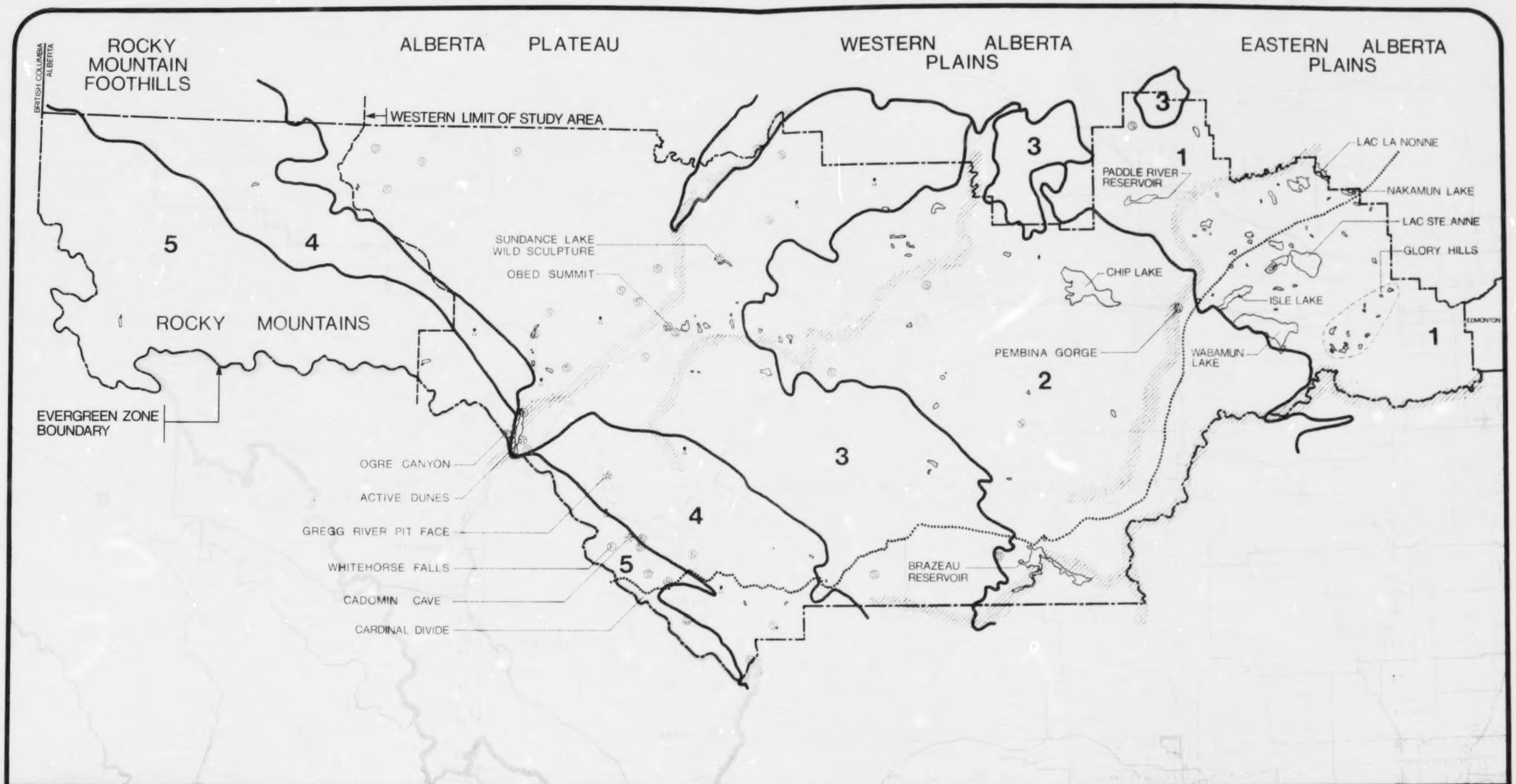
* Personal communication with Diane Griffin, Natural Areas Co-ordinator, Alberta Energy and Natural Resources (August, 1983). The policy for ecological reserves is currently under review.

**These areas are not designated through any Provincial Government Program or Policy. They are "special" only because of the greater awareness of these sites due to the interest of various organizations and agencies.

Forest Technology School. The Tri-Creeks watershed area is presently undergoing scientific monitoring programs to determine the effects of logging on the watershed. Near Edmonton, the Devonian Botanic Garden has exhibits of natural vegetation and natural history in addition to horticultural species of trees and shrubs.

Finally, an area of approximately thirty sections, located northwest of Peers has been the subject of a study by Alberta Recreation and Parks, Parks Division. The area contains several small shallow water-bodies including Bear Lake, Long Lake, and Horseshoe Lake (identified as "Pioneer Lakes" - B084 in Appendix A). Several significant natural history features (e.g., fens, bedrock exposures, and wildlife habitat) have been identified. The combined potential for interpretation and outdoor recreation make this area a possible site for a future provincial park. The Province, at this juncture, is not committed to the designation of this area as a provincial park or to a development schedule.



LEGEND

PHYSIOGRAPHIC REGIONS

1	EASTERN ALBERTA PLAINS
2	WESTERN ALBERTA PLAINS
3	ALBERTA PLATEAU
4	ROCKY MOUNTAIN FOOTHILLS
5	ROCKY MOUNTAINS

TERRAIN FEATURES

〰	CONTINENTAL DIVIDE
Ⓢ	SPRINGS
Ⓕ	WATERFALL
▨	MAJOR RIVER VALLEYS
○	LAKES
⫯	FORESTRY TOWER
✲	POINT OF INTEREST

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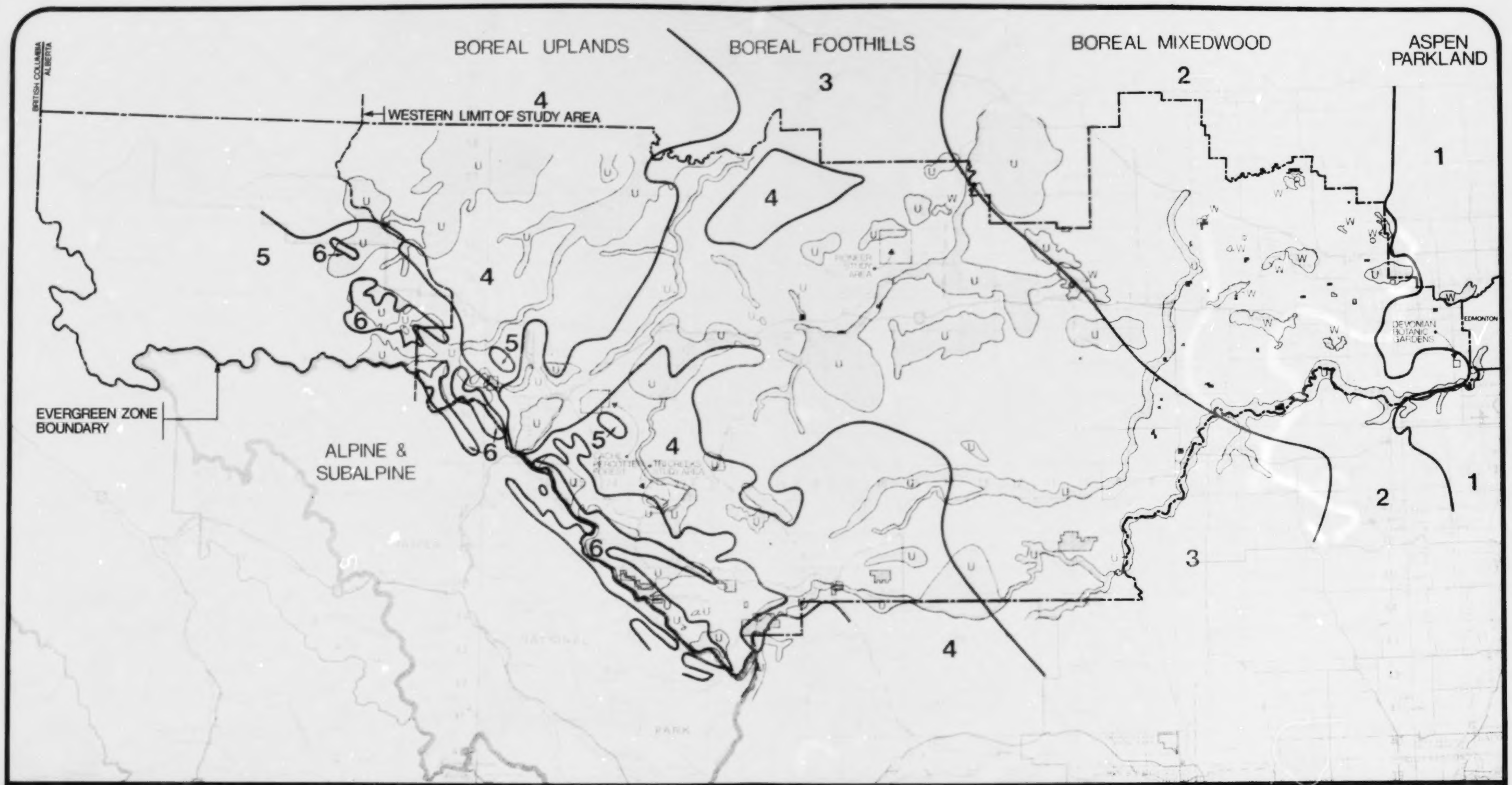
TOURISM DESTINATION AREA STUDY

3. TERRAIN RESOURCES

BASE MAP SUPPLIED BY ALBERTA ENERGY AND NATURAL RESOURCES, 1983



LEGEND

ECO REGIONS

- 1 ASPEN PARKLAND
- 2 BOREAL MIXED WOOD
- 3 BOREAL FOOTHILLS
- 4 BOREAL UPLANDS
- 5 SUBALPINE
- 6 ALPINE

- ▭ CRITICAL HABITAT AREAS
  - U UNGULATES
  - W WATERFOWL

- ▭ ECOLOGICAL RESERVES
- ▬ NATURAL AREAS
- ▭ SPECIAL STUDY AREAS

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4.
BIOLOGICAL RESOURCES

BASE MAP SUPPLIED BY ALBERTA ENERGY AND NATURAL RESOURCES, 1983

5.0 CULTURAL AND HISTORICAL RESOURCES

5.1 Historical Overview

This section consists of an overview of historic events that provide a chronological context for the cultural and historical resources inventoried. This overview will also assist in deriving tourism themes and opportunities by suggesting topics particularly suited to generating tourism.

Ice still covered the land when man made his first appearance in Western Canada. Based on research, and some speculation, it is generally thought that the first people crossed a land bridge from Asia to North America sometime before 20,000 years ago. Geological evidence left in the Rocky Mountains suggests that a corridor may have been left ice-free during the last major ice age. This area would have provided North America's first people with a migration route which ran along the foothills through the western portion of the Evergreen Zone. While there has been no actual cultural evidence to support this migration route to date, it is thought that the evidence does exist and that it will provide us with some insight into the migration theory and that this information will provide additional data about the lifestyle of the province's first human inhabitants.

Following the retreat of the glaciers some 10,000 to 12,000 years ago, man's subsistence included communal hunting of herd animals such as the mammoth and giant bison. This is known from the recovery of stone spear points, collectively known as paleo-indian points. These points characterize the first major cultural period in Alberta's prehistory; a period known by its technology and which lasted until about 7,000 to 2,000 years ago. It is thought that while certain technological aspects changed during this time, the basic hunting and gathering lifestyle remained the same as that during earlier times. A further change in technology indicates a final major prehistoric time period. By this time the bow and arrow were firmly established weaponry. Alberta is rich in examples of prehistoric camp sites, tipi rings, rock art, and ceremonial sites. Within the Zone, there exists a multitude of archaeological sites from all periods of Alberta's prehistory.

Following the appearance of Europeans in North America, the migration of native peoples from eastern Canada significantly altered the indigenous populations of Alberta. As a result of exploration and the fur trade much of Western Canada was occupied by Cree, Blackfoot, and Assiniboine people by the mid-eighteenth century. Horses and guns were brought to North America by Europeans seeking trade and new lands. The introduction of these commodities around 1750 allowed even more efficient hunting, thus allowing some of the native people to become active in trapping for furs sought by their new neighbours.

Except for Anthony Henday's journey to Western Canada in 1754, few Europeans ventured to the far west, until the eastern fur trade rivals began their quest for new territories to harvest. The Athabasca-Clearwater River route, opened in 1778 by Peter Pond, was later followed by Alexander Mackenzie during his search for a route to link the Pacific Coast with the trade centres in the east. In 1790 the Hudson's Bay Company sent Peter Fidler and Philip Turnor to survey and map the Athabasca River, and by 1793 Mackenzie had followed the Peace River system to a meeting point with the overland trails from the west coast.

By 1799 both the Hudson's Bay Company and the North West Company had established trading posts near the foothills of the Rocky Mountains. With competition mounting from the Montreal based XY Company, and the southern based American Fur Company, a search began in earnest for an overland mountain route that would connect the interior plains to the west coast. Several mountain passes were used by native hunters and trappers, but tribal rivalry prevented the Europeans from learning of these routes until David Thompson discovered the Howse Pass near Lake Louise in 1807. The North West Company controlled the route and thus had a major transportation advantage over its competitors.

The new "monopoly" was almost lost in 1810 when the Peigan Indians stopped Thompson from using the Howse Pass. By providing guns and trade goods for the Kootenay tribes, the North West Company had threatened the local balance of power. Thompson was forced to march north in search of a new mountain route. His journey began from Rocky Mountain House and continued north to Chip Lake. Following what is essentially the Yellowhead Route, Thompson reached Jasper and then proceeded up the Athabasca to the Whirlpool River and along the Columbia system to the west. This new Athabasca Pass route served as a major overland trail until the first railways were surveyed through the Rocky Mountains. Thompson's discovery is well documented by signs and cairns located within Jasper National Park.

The North West Company had some difficulty in persuading some of the local natives to trap beaver and other fur bearing animals. Th company attempted to solve this problem by bringing Iroquois Indians from Montreal to western Canada to assist with the harvesting of furs. Among these Iroquois were the Calihoo brothers, and Pierre Hatsinaton who was known as "Tete Jaune". Tete Jaune worked as a guide for the North West Company, and later for the Hudson's Bay Company. The Calihoo brothers are remembered today through a local place name, and a roadside sign erected by Alberta Culture. Tete Jaune, or "Yellow Head", has a highway, mountain pass, a community named after him.

Human activity in the Evergreen Zone from early 1800 to the 1840's basically centred on the fur trade. As the population grew, various churches began to establish missions in the west, such as the St. Peter's Anglican church site at Lac La Nonne. In 1843

Father A. Thibault established a mission at Lac Ste. Anne to serve the spiritual needs of several Metis families in the area. The Metis shared the heritage of the Europeans and the local native people, so the church hoped to teach them to farm as well as trap for their livelihood. The mission was taken over by Father Albert Lacombe in 1852. A pilgrimmage that was initiated in 1889 is still held each July for Indian and Metis people wishing to ask Ste. Anne to cure their illnesses. A small chapel and cairn mark the location of the Lac Ste. Anne mission.

The Lac Ste. Anne Trail was originally a packtrail that connected Fort Edmonton to the mission site and a fur trading post at Fort Assiniboine. Furs and supplies were carried over this route to the Athabasca River, and then transported west via the water route. In 1857 Henry John Moberly took an overland route for his first trip to Jasper House from Edmonton. The new Factor of Jasper House took what was to become the first of many pack trains across the Jasper (Foley) Trail.

During the late 1850's, a dispute over the Hudson's Bay Charter to use western lands prompted a petition to Britain. The request was to have the territory properly surveyed and mapped to the Pacific Coast. In 1858 the Royal Geographical Society sent John Palliser and Dr. James Hector to survey the lands and chart mountain passes. The Palliser Expedition was among the many groups of surveyors to pass through the Evergreen Zone.

The 1857 gold strike in the Cariboo Mountains of interior B.C. prompted a group of about 160 men, women, and children to leave their homes in Ontario and seek a fortune in the west. In June of 1862 the "Overlanders" left Fort Garry (Winnipeg) in Red River carts to undertake the 1400 kilometre (900 mile) journey to Fort Edmonton. The group continued past Edmonton on to St. Albert, Lac Ste. Anne, and along the Pembina River. By the time they had reached Tete Jaune Cache in B.C. they had traversed what is roughly the route of the Yellowhead Highway today. Some of the group eventually arrived at the Cariboo gold fields, and some settled in the Kamloops area.

In 1863 the first tourists passed through the Evergreen area. Walter Cheadle and a fellow adventurer, Lord Milton, travelled on a "pleasure trip" from the St. Lawrence River to the Pacific Coast. Their route roughly paralleled the Yellowhead Highway.
The Canadian government announced in 1871 that a trans-Canada railway would be built to unify the Country. Two survey crews under Walter Moberly and Morris Smith began the arduous task of finding a proper route for the Canadian Pacific Railway. The CPR's chief engineer, Sir Sanford Fleming, selected the Yellowhead Pass route in 1876, because of the suitable grade and distance north from the American border. Investors did not want their railway located near possible military activity. Ironically, the decision in 1881 to move the CPR south through the Kicking Horse Pass was an overt action to create a presence that would discourage American activity in southern Alberta.

The decision to move the CPR south convinced some of the trappers and traders around Jasper, Entrance, and Brule to leave the area in search of a better livelihood. The western part of the Evergreen area remained relatively dormant from the 1870's until the early 1900's when the Grand Trunk Pacific Railway used the original CPR route. Those who remained during the 30 year "dry spell" made a modest living and established some of the earliest homesteads.

The unsettled times during the 1885 Riel Rebellion had little effect on the Evergreen area. Some population centres located in eastern and southern Alberta were fortified and guarded, however, no major events occurred west of Frog Lake near Elk Point.

During the 1890's a new Calgary-Edmonton Railroad replaced the old stage coach trail. This north-south line prompted settlement of all the arable land along the tracks. By the late 1890's the Grand Trunk Pacific and Canadian Northern Railways began to open new areas for settlement within the Evergreen Zone. As the tracks moved west, homesteaders from southern and eastern Alberta followed along to new end-of-rail towns and outlying areas. The old Dominion Lands Act provided settlement incentive by offering free title to 160 acres for anyone who would clear 15 acres and build a home within 3 years.

Communities began to grow, first near Edmonton, and then farther west as the railway pushed ahead. Edson was an end-of-rail town by 1910, and Hinton served as headquarters for construction crews that were to continue the line on to Jasper in 1912. Many local economies were based on supplying the railway's needs. Ice was cut on Lake Wabamun for use in refrigeration cars. Timber was needed for construction and coal was mined for fuel.

While the railway provided most of the access for new settlement during the early 1900's, some areas were still dependent on overland trails. The Peace River country that once attracted fur traders was also attractive to homesteaders. In 1909 construction was started on a trail that would provide a "more convenient" route than did the old Peace Trail. The Edson-Grande Prairie Trail was not luxurious, but by 1911 it did provide a "shortcut" over the muskeg to northern communities. Stage coach service was available twice weekly and ferry service was provided at the Athabasca and Baptiste Rivers. The trail fell into disuse when the Edmonton-Dunvegan-British Columbia Railway reached Peace Landing in 1916.

Building railways was a costly venture, so various means were used to help fund development. Special spur lines were eventually added to the Grand Trunk Pacific to move coal resources out of the area that came to be known as the Coal Branch of Alberta. Several villages and hamlets were created among the coal fields south of the Yellowhead route to provide homes for miner's and their families. Cadomin, Mountain Park, Robb, Luscar, Sterco, and Mercoal were some of the suppliers of fuel grade coal. New sources of energy began taking over the market around the 1950's. When the demand for coal decreased, all of the Coal Branch towns, with the exception of Cadomin and Robb, became veritable ghost towns. Today, only a few abandoned rails and a cemetery at Mountain Park mark the location of the early industry that helped to open the western part of the Evergreen Zone.

The need to move people and goods more effectively resulted in an effort to build a major auto route through the centre of the Evergreen area. A cross-country motor car trip in 1922 proved to be one of the first events to prompt better transportation through the region. C.W. Neimeyer and Frank Silverthorne followed old railway grades, built bridges, and coaxed their "Pathfinder" car along the rudimentary Yellowhead Highway. Edson residents joined with the Edmonton Auto and Good Roads Association in the following year to actually build a 10 mile stretch of road west of Edson. In 1924 an additional 74 miles were "cruised", and $5,000.00 raised to clear old railway routes and repair sections of abandoned grades. From 1924 to 1930 the Provincial Government provided crews to make the road passable from Edmonton to Jasper. Since money was not available for maintenance, rock falls and mud slides often closed the route. From 1946 to 1953 the Yellowhead Caravan conducted annual trips to draw public attention to the need for a full service highway. It was not until 1970, however, that B.C. Premier W.A.C. Bennett officially opened the Yellowhead as a major trans-Canada highway.

When roads were improved it became necessary to move traffic over many river crossings. Most of the channels were bridged, but a few locations were crossed by river ferries. Ferry service is still available at the Rosevear crossing.

As modern Alberta began to take shape, some remnants of its past managed to survive to tell the tale of its growth. A cabin remains from the Pierre Grey trading post near Grande Cache. Concrete holding pens remind us of two unsuccessful attempts (1947, 1949) to raise beaver commercially at beaver ranches within William A. Switzer Provincial Park. Various abandoned railway lines and buildings pay tribute to the first days of settlement and industrial development. Old cabins and watch towers represent a link between early forest protection sponsored by the Dominion Forest Service, and the modern-day responsibility of Alberta Forestry. Reminders of early industry include the ghost towns in the Coal Branch, and sites such as the old cement plant at Marlboro.

During the 1930's and 1940's the government became very concerned about the future of timber resources along the east slopes of the Rocky Mountains. In an effort to restrict development and agricultural land use, the Federal/Provincial Eastern Rockies Forest Conservation Board was established. Further settlement was subsequently eliminated in zones designated for forestry use.

Resource discoveries in the 1940's and 1950's radically changed the course of Alberta's history. The oil found at Leduc in 1947 was the first of many strikes that introduced the transition to a new energy based economy. The Pembina Oil Field found near Drayton Valley (1953) earned the area the reputation for being "Oil Capital of the World".

The Evergreen Zone was, and is, largely dependent upon resource extraction and energy sources for its economic base. Coal mines may be re-opened in the Coal Branch over the next 5-10 years. Coal is mined at the Highvale and Genesee sites to fuel steam driven electrical generators at Wabamun, Sundance, and Keephills. Hydro- electric power is supplied by the Brazeau Dam. Pulp, paper, and sawlog operations managed by Hinton based St. Regis

Alberta and Northwestern Pulp and Paper make forest resources as important to the region now as they were in the days of the railway. Major gas fields tapped by processing plants south of Hinton and Edson are another major contribution to local jobs and income.

There is also a history of recreational and tourism use of the Zone. Sailing, fishing, swimming, hiking, camping, snowmobiling and skiing are traditional outdoor activities enjoyed by many throughout the years. Today, there is potential for additional tourism opportunities generated not only by conventional recreational activities, but by the numerous industries in the Zone. Industrial tourism may have a significant role to play in diversifying traditional tourism opportunities and attracting new market segments in the future.

5.2 Cultural and Historical Resources

The preceding narrative provides an overview of events occuring in the Evergreen Tourism Zone from prehistoric times to the present. This section of the report discusses the categories of resources presented in Appendix A - Category C, and describes the significant resources in each category. Resources of lesser significance are described only in the Appendix. All significant cultural and historical resources are indicated on Map 5.

5.2.1 Palaeontological* Resources

This category of resources, while not truly cultural in nature, is included under the Alberta Historical Resources Act, and for the purpose of this study, most appropriately appears in this section of the inventory.

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* Science which is based on a study of fossils and deals with the life of past geological periods.

There has been very little detailed palaeontological research conducted within the Zone 7 area of the province, thus resources are not well documented. A University of Alberta researcher has found fossilized plants and dinosaur bones in the Cadomin area, however, field work and analysis are not yet complete. Depending upon the extent and scientific importance of the fossil find, some potential may exist to include these resources as part of a Coal Branch tourism package.

A fossil bison site near Duffield is similarly intriguing, but cannot be considered as a major tourism resource without further research into the site's significance. It would be appropriate to consider including the Duffield site and the fossilized tree stumps located in the McLeod River at the Rosevear Ferry crossing, as points of interest in any local tours that may be promoted.

5.2.2 Prehistoric Resources

The Historical Resources Division of Alberta Culture reports that a number of archaeological sites have been discovered within Zone 7, however, these sites have not been studied sufficiently to allow any accurate assessment of tourism potential. These sites are not generally promoted as they could easily be vandalized or otherwise disturbed if not adequately developed and supervised. Prehistoric resources within the Zone will not have any major impact on the tourism industry unless more intensive research is conducted to assess the significance of each site. Local groups can request that the province undertake research studies, hence, the documentation and development of prehistoric sites is partially dependent upon local initiative.

5.2.3 Historic Resources

Several historic resources were identified during the inventory phase of the study; a complete list is presented in Appendix A, Category C. This section of the report will highlight only the most significant resources as they relate to tourism potential.

Some of Canada's most interesting and significant stories are represented by resources within the Evergreen Zone. The Athabasca River route played a major role in the movement of furs and trade goods during the early days of exploration and "settlement" of Canada's west. David Thompson travelled through the area during his search for an alternate trade route through the mountains, when the Peigan tribe prevented the Nor'Westers use of Howse Pass in 1810. The major transportation route between Edmonton and Jasper has seen the passage of pack trains carrying furs and supplies; train cars full of coal, timber and homesteaders; and modern traffic ranging from industrial to recreational.

Each of these stories represents a significant chapter in the development and growth of this country. Not all have tangible remains to remind us of the days gone by. There are obvious opportunities for tourism where one can see the old railway lines and towns, and the modern highway. One must be more creative when interpreting forgotten river routes and overgrown trails. Special events based on historical themes and places, auto tours with guide books for remote areas, printed or audio-visual materials for information centres, or special programming areas could prove effective in involving the visitor in both the obvious, and the not so obvious heritage resources in the Zone.

Similar strategies could be used to promote tourism use of several provincially significant resources identified in the Evergreen Zone. The old trails that linked population centres may have disappeared from the modern landscape, but their tourism value need not be lost. Through local initiative, active use could be made of the Lac Ste. Anne Trail to the old mission site, or events could be staged by a local group out of Edson for the Edson-Grande Prairie Trail (a pack-horse trip was last conducted on this trail in 1966 as a Centennial Project).

Architectural resources such as the streetscapes of local communities, St. Peter's Church at Lac La Nonne, or St. Aidan and St. Hilda's Church in Rexboro have potential as sites of interest on local walking or auto tours such as the Hills of Hope Driving Tour.

Ferry service at Rosevear will eventually be discontinued; however, the crossing site and/or the barge itself can become a stop of interest.

The Pierre Grey trading post site could be developed as a tourism resource when the new highway (Highway 40) is completed to Grande Prairie. Development and use of this site would have to be accomplished in a sensitive manner so that the historical integrity of the log buildings is not lost (currently protected by Alberta Government). The fur trade and wilderness themes could be utilized to attract visitors to a variety of possible tourist services.

The Coal Branch area of the Evergreen Zone has a number of natural and cultural features that could become tourism resources. The Coal Branch originally supplied the railway demand for fuel. Over the years other domestic markets, and needs created by the war efforts, allowed this area of Alberta to become a bustling and prosperous industrial centre.

> "Alberta's single largest collection of ghost towns lies in an inverted "Y" running along the foothills southeast from Edson. Perhaps "towns" is the wrong term, for, though many were big enough to be towns, and all bustled with life at one time or another between 1912 and 1955, none of them were incorporated as such. What they actually were was company-owned coal-mining camps.

> Coal Branch was the term applied to a railroad spurline built by the Grand Trunk Pacific, but later taken over by the Canadian National Railroad. On this line, which heads south-east from the main CNR line at Bickerdike, a hamlet a few miles west of Edson, were the whistle stops, hamlets, villages and towns of Macleod River, Erith, Weald, Embarrass, Robb and Coalspur. At Coalspur, an arm of the "Y" headed south to Mercoal, Shaw, Leyland (where a spur headed northwest to Luscar), Cadomin, and Mountain Park", (Fryer, 1981).

By the mid-1950's other sources of energy began to decrease the demand for coal. Most of the mines closed, the workers left, and the mine towns became "ghost towns". The Coal Branch contains a unique blend of the transportation, settlement, and resource based industrial elements of Alberta's history. The area also provides examples of geologic processes and features, and provides opportunities for sightseeing in the foothills and alpine meadows.

It should be noted that tourism traffic should not be encouraged in the Coal Branch without the provision of improved access roads, and hospitality services such as gas stations and food outlets.

The remaining historic resources, identified in Appendix A, have been classified as being of local significance. While these resources do not "stand on their own" in terms of tourism potential, they should not be ignored. By linking local resources into more general themes, and through grouping them geographically, they can enhance the over-all tourism opportunities within the Zone.

5.2.4 Industrial Resources

This category was established to document contemporary and historic industrial sites. Many of these sites have potential as tourism resources because of their past and present activities. The historical roots of the resource extraction industries are interesting stories in themselves.

Coal (Coal Branch), oil (Pembina Field-Drayton Valley), gas (south of Hinton and Edson), electrical power (Wabamun, Brazeau Dam), pulp and paper (Hinton), and limestone extraction (Cadomin) industries exist within the Zone. A few of the larger industrial sites such as the Trans Alta Utilities Corp. generating stations, St. Regis Alberta Ltd., and Luscar Mines have already developed public information and interpretation programs. Based on this initiative by the private sector, it may be possible to develop some excellent industrial tourism opportunities within the Zone, especially if the opportunities could be integrated with more conventional tourism and recreational activities.

5.2.5 Museums

The Stony Plain Multicultural Heritage Centre provides a museum and associated "living history" programs that could be developed into a significant tourism resource. The Centre currently provides a display of artifacts from around the region, and acts as a focus for local multicultural events. Due to its program and location (adjacent to major population centres and along a major highway), the Centre could develop into much more than a regional resource through increased volunteer input, access to various grant programs, and development of a long term marketing strategy.

The Alberta Forestry Museum at Hinton deals with themes and artifacts that are of provincial importance. Currently, the extent of the collections and the limited public access to the facility limits its value as a tourist attraction.

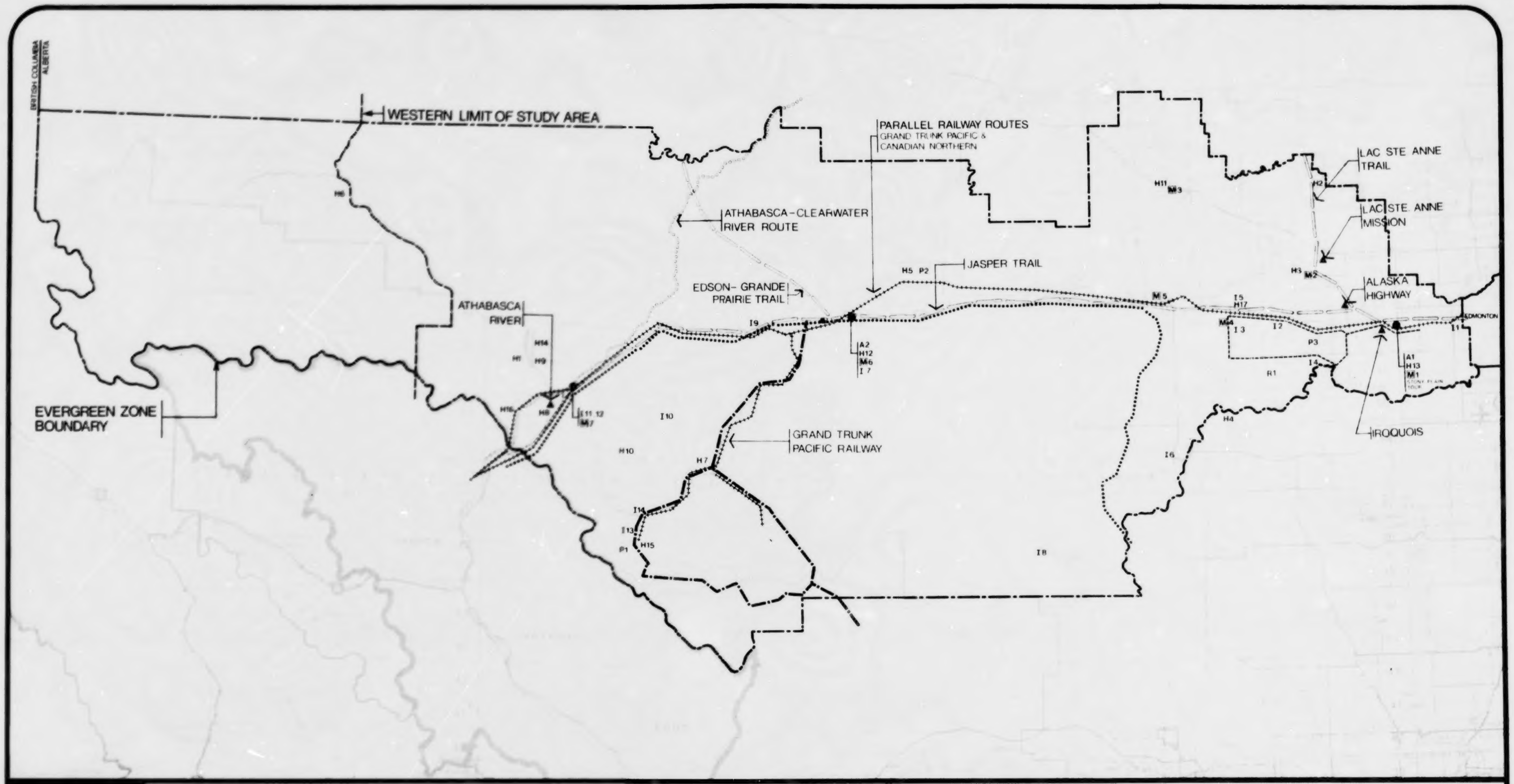
All other museums identified through the inventory are operating to preserve and present local histories. While they are not major tourism resources in themselves, they could enhance visitor understanding and enjoyment if they were integrated into broader thematic opportunities such as regional tours, day trips, jointly sponsored events, etc.

5.2.6 Archives

Archives have been developed in the Stony Plain Multicultural Centre and the Edson Public Library. The materials available focus on local and regional history. These facilities have some tourism potential, but would be better thought of as local and regional research centres.

5.2.7 Roadside Historic Markers

A series of markers has been established on a province-wide scale to inform visitors of stories that are of provincial significance. Alberta Culture has erected five roadside signs in Zone 7 to present information on the Iroquois, Alaska Highway, Athabasca River, Lac Ste. Anne Mission, and the Edson-Grande Prairie Trail. These signs are not major tourism resources, however, they encourage visitors to stop along the highway, and they help to create an awareness of events and place.



LEGEND

- P PALAEONTOLOGICAL RESOURCES
- R PREHISTORIC RESOURCES
- H HISTORIC RESOURCES
- I INDUSTRIAL RESOURCES
- M MUSEUMS
- ▲ ARCHIVES
- ▲ ROADSIDE HISTORIC MARKERS

- ········ DAVID THOMPSON'S ROUTE
- ═══ HISTORIC OVERLAND ROUTE
- ········ HISTORIC RAILWAY
- ········ HISTORIC WATERWAY
- —·—·— FORESTRY TRUNK ROAD
- ——— HILLS OF HOPE TOUR

NOTE REFER TO APPENDIX A CHART C FOR A DESCRIPTION OF EACH RESOURCE

BAHNUIK AND WRIGHT

BUTLER KREBES ASSOCIATES LTD.
NAUTILUS COMMUNICATIONS LTD.

EVERGREEN
TOURISM DESTINATION AREA STUDY

5. CULTURAL & HISTORICAL RESOURCES

BASE MAP SUPPLIED BY ALBERTA ENERGY AND NATURAL RESOURCES, 1983

6.0 PRIMARY PHYSICAL TOURISM RESOURCES AND SERVICES

6.1 Introduction

This chapter discusses the existing infrastructure of primary tourism facilities and services comprising fixed roof accommodation (including banquet, meeting and convention facilities), dining and beverage facilities, public recreational land and facilities, events and attractions, and other tourist services. The transportation network to and within the Evergreen Zone is also considered in this chapter. Detailed inventories are found in Appendix A - Categories D to H.

Information for this chapter was obtained from existing sources (see Appendix G, Bibliography) and is supplemented by primary research consisting of field interviews. Where information obtained by primary research has been included in this report, it is identified as such.

6.2 Fixed Roof Accommodation

The availability and quality of fixed roof accommodation varies significantly from one area to another in Zone 7. The smaller towns and villages generally do not offer much variety in accommodation. Frequently, there are only one or two hotel/motel establishments in the smaller towns, and in a few cases these facilities have not been approved by Travel Alberta under their accommodation approval program.

The larger towns of Grande Cache, Drayton Valley, Hinton, Edson, Spruce Grove, and Stony Plain contain the greatest concentration of accommodation facilities desired by visitors. The east-west corridor associated with the heavily populated area from Spruce Grove to Hinton (including Drayton Valley) and Grande Cache, offers visitors the greatest choice of lodging. Map 6 illustrates the distribution of fixed roof accommodation.

In contrast to the larger towns, smaller communities such as Mayerthorpe and Entwistle have fewer establishments. The remaining communities such as Lodgepole, Evansburg, Onoway, and Niton Junction usually have only one accommodation facility which tends to be of good quality and similar in nature from community to community.

Hotel/motel data (Travel Alberta approved accommodation) indicates that during 1981, occupancy within the Evergreen Zone averaged 54.2 %. An interesting characteristic of hotel and motel demand in the Evergreen Zone is that in 1981, industrial crews accounted for more than twice the provincial average (49% versus 24%) for room demand. Tourists, in 1981, accounted for only half of the provincial average (15% versus 27%) demand. Primary research during August and September of 1983 indicated that room demand by industrial crews has increased and room demand by tourists has decreased when compared with the 1981 surveys. Commercial and business travel demand appear to remain constant.

A number of communities within the Evergreen Zone are more active and prosperous than others. This is largely due to a more active industrial/agricultural base within the communities as well as their location on a major highway, i.e., Highway 16 (Yellowhead Highway) or Highway 43. Specifically, the towns of Hinton, Edson, Mayerthorpe, Spruce Grove, and Stony Plain enjoy a relatively consistent patronage by industrial/business clientele, and by tourists travelling through the Zone.

On the other hand, communities such as Drayton Valley and Grande Cache, which are not located on major travel routes and whose economies are closely tied to the fossil fuel industry, have experienced diminished traffic flow and underutilization of tourism facilities and services. This situation is further complicated in Drayton Valley by the fact that tourists travelling to the area by private vehicle are seeking outdoor recreational opportunities and services which they can obtain in nearby provincial campgrounds. Organized bus tours, which normally rely on fixed roof accommodation, do not travel to Drayton Valley.

In 1983, fixed roof accommodation within the Evergreen Zone provided a total of 1,996 provincially approved units. Hotel rooms comprise 53.2% (1,062 units), and motel/lodge rooms comprise 46.8% (934 units). The 1,996 provincially approved units represent 4.9% of the provincial total of 40,677 units. Accommodation establishments offering complementary services and facilities (i.e., laundromat, restaurant, lounge/tavern, meeting facilities, sauna, pool, playground) are located in the larger service centres of Grande Cache, Hinton, Drayton Valley, Edson, Spruce Grove, and Stony Plain. In the majority of smaller towns and villages, hotel/motel services are limited only to accommodation (no complementary services).

Information gained from primary research indicated that a full service hotel is being proposed for Stony Plain. Facilities will include accommodation (60 rooms), lounge (90 persons), one large banquet room (300 persons), two smaller rooms (30 persons each), tavern (230 persons), licensed dining room (90 persons), coffee shop (120 persons), and recreation room. Start-up construction is proposed for 1984.

6.3 Banquet, Meeting, and Convention Facilities

Banquet, meeting, and convention facilities are very limited within the Evergreen Zone. The majority of these facilities are available in hotel/motel establishments and are located in the communities of Grande Cache, Drayton Valley, Hinton, Edson, Spruce Grove, and Stony Plain.

Primary research indicated that the largest demand for banquet, meeting, and convention facilities within the Evergreen Zone is by local residents for the purpose of holding social functions such as weddings, retirement parties, community club functions, etc. (mainly weekend use). Secondary use is by business, for seminars, trade promotions, meetings, and to a lesser degree, for conventions. These trade functions are generally patronized by local/regional businesses and government groups/agencies.

Business demand is presently inadequate to operate these facilities at capacity.

The exception to this pattern is found in the Town of Drayton Valley and at specialized operations such as the Overlander Lodge, Black Cat Guest Ranch, and Westridge Park Lodge Resort. Drayton Valley's economy is largely dependent on the oil and gas industry and to a very small degree, on tourism. As a result of this economic activity, the meeting and convention facilities are well utilized by the business community. These business functions are generally held during the weekdays and are partronized by local, regional, and provincial businesses, and government groups/agencies. Banquet facilities available for local social functions have experienced minimal use which occurs primarily on weekends. In the case of the Black Cat Guest Ranch and the Overlander Lodge, meeting room facilities are predominantly used for business meetings, workshops, and seminars, and to a much smaller degree, for social functions. Meeting rooms at these specialized facilities have not been utilized to capacity and therefore have served as a secondary type of business activity for these establishments. Primary research has indicated that unlike the other specialized operations, Westridge Park Lodge Resort (north of Devon) is used, almost exclusively, for local/regional/provincial business and government seminars, workshops, and meetings. This resort is occasionally used for social functions such as golf tournaments and barbecues, which seldom require the use of meeting facilities. Weekday use of this facility is generally good, however, weekends are underutilized. For details on fixed roof accommodation, meeting and convention facilities, and related services, see Fixed Roof Accommodation, Appendix A - Category E and Specialized Physical Tourism Resources and Services, Appendix A - Category J.

6.4 Dining and Beverage Facilities and Services

The largest concentration of food and beverage services is located in the larger towns along Highway 16 (Yellowhead Highway). Onoway, Sangudo, and Mayerthorpe, located along Highway 43 offer a limited range of choices that include fast food and casual family dining. Many of the smaller towns and villages have only a local cafe/lunch counter which is often combined with a hotel or service station.

When field interviews were being conducted, operators acknowledged that the tourist dollar does provide a boost to revenues and does have an important effect on gross annual sales. This is especially significant to operations along Highway 16 that offer not only extended hours of service but also higher quality facilities and services. Where tourism is not an important segment of the business volume, services and standards reflect the business characteristics and demand of the local community.

6.5 Transportation Routes and Related Services

The tourism and recreation facilities and services within the Evergreen Tourism Zone are largely accessible by private automobile and public road vehicles. Present trends indicate that, in the immediate future, rubber tire traffic will continue to be the primary mode of travel within this tourism zone.

Based on 1982 data, Map 6 indicates the location and the average annual daily traffic volume for major roads.

6.5.1 Major Highways and Secondary Roads

The existing road network is comprised of primary, secondary, and local roads. This road network connects and serves all towns and villages throughout the study area. Based upon an analysis of traffic volumes, the major travel corridors within the Evergreen Tourism Zone are (in descending order of traffic volume):

North-South Corridors

Highway 60 S (7,780)
22 S (1,960)
33 N (1,940)
40 N (1,700)
47 S (1,180)
32 N (860)
22 N (360)

East-West Corridors

Highway 16 (Edmonton East of Winterburn 35,250)
43 (5,920)
16 (Jasper East Gate 2,950)

SOURCE: Alberta Transportation 1982 Traffic Volumes (Average Summer Daily Traffic.)

The above data reflects the volume of traffic during the summer months, which includes the period of highest tourist traffic. In addition to these primary highways, there are numerous secondary roads. These secondary roads occur north and south of the Yellowhead Highway, predominantly in the eastern part of the Evergreen Zone. These secondary roads have been developed mainly as a direct result of their proximity to water based recreation areas, such as Lac St. Anne, Lake Wabamun, Isle Lake, Lac La Nonne, and numerous other smaller lakes.

The portion of the Zone from Evansburg west has fewer paved roads but has an extensive network of improved and unimproved roads primarily developed for the purpose of resource extraction. These roads provide access to many of the natural features so abundant in this part of the Zone.

Alberta Transportation has indicated that it plans to make the following highway improvements (subject to budget approval)*:

.1 Twinning of Highway 16 will continue west of Edson in 1984,

.2 Twinning of Highway 16 from approximately Evansburg west will not begin until 1985,

.3 Twinning is expected to be at least a ten year program (completion in mid-1990's),

.4 The section of Highway 22 north of Highway 16 will be completed and hard surfaced in 1984,

.5 Highway 47 to Robb will be hard surfaced by 1984,

.6 The Berrymoor Bridge is completed and open for use, and

.7 Secondary Roads 627 from Duffield to Stony Plain and 633 from St. Albert to Highway 43 are tentatively scheduled for improvement in 1984.

6.5.2 Service Stations

There is an adequate supply of service stations in the Evergreen Zone to serve the needs of the travelling public. Most communities have at least one service station to provide fuel. Larger communities usually have a number of service stations providing complete automotive care, and in some cases, 24 hour service (along Highway 16).

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* Personal communication with Al Willard, Alberta Transportation.

6.5.3 Bus Service

Daily scheduled bus service to communities within the Evergreen Zone is provided by Greyhound Coach Lines to Spruce Grove, Stony Plain, Edson, Hinton, Grande Cache, Drayton Valley, Lodgepole and other large communities. In addition to servicing the larger centres, the bus stops at several smaller communities. In total, about 50% of all communities in the Zone have bus service.

6.5.4 Air Service

There are no airlines with scheduled service to communities within the Evergreen Zone; however, there are a number of airports ranging from established municipal airports to small unlicensed airstrips.

There are five airports in the Zone, all of which are located within the larger communities. The Edmonton International, Edmonton Municipal, and Villeneuve Municipal (Secondary Road 794 north, north-east of Spruce Grove) Airports service the communities situated in the eastern part of Zone 7.

At present the Jasper/Hinton Airport is not serviced by a commercial airline. Time Air is the only airline that has a commercial license to land at this airport. Presentations have been made to both Provincial and Federal Governments to lend support in revitalizing scheduled commercial air travel to the Jasper/Hinton Airport. Time Air proposes to operate Dash 7 aircraft service from Edmonton to Hinton/Jasper Airport and on to Vancouver.

Two major factors required to make Time Air's scheduled air service successful will be consistency of air service and positive perception of turbo propelled aircraft service. Consistent, regular, scheduled air service is necessary if the travelling public is to gain and maintain confidence in this mode of travel.

Tour Package Wholesalers develop, market, and promote their travel packages up to two years in advance of the departure date. Because of time and costs incurred, it is critical that the stability of an on-going service be established and assured. Consistency is also important to the business or corporate traveller. Consistency established over a reasonable period of time will help to promote the positive image for travelling by turbo propelled aircraft.

In addition to Time Air's interest, Wapiti Air Service has made application for a commercial license to operate scheduled air service from Edmonton to Jasper/Hinton, Grande Cache, and Grande Prairie.

6.5.5 Rail Service

Passenger rail service is provided by VIA Rail. There are three westbound departures per week from Edmonton to Jasper: Sunday, Wednesday, and Friday, with scheduled stops at Evansburg, Edson, and Hinton. There are three eastbound departures from Jasper: Monday, Thursday, and Saturday, with the same stops (see Appendix A - Category D, Transportation).

6.6 Public Recreational Lands and Facilities

Public recreational lands and facilities in the Evergreen Zone present a contrast when compared, for example, to the Battle River Zone. In the Battle River Zone more than 80% of the total camping units available are government facilities. In the Evergreen Zone, approximately 55% of the camping units available are government facilities (see Table IV). Of that total, 42% of the camping units available are located in the three Provincial Parks; Wabamun Lake Provincial Park, Pembina River Provincial Park, and William A. Switzer Provincial Park. The remaining public facilities are dispersed throughout Improvement District No. 14 which covers a large portion of the Evergreen Zone from approximately Evansburg west to Jasper National Park.

TABLE IV

PUBLIC AND PRIVATE CAMPGROUNDS IN THE EVERGREEN ZONE

Type of Campground	No. of Campgrounds	No. of Campsites	Percentage of Total Supply
Provincial Parks	3*	611	22.1
Provincial Wayside Recreation Areas	1	10	1.1
Alberta Forest Service Campgrounds	21**	512	18.5
Alberta Transportation Campgrounds	8	130	4.7
Municipal Campgrounds	13	178***	6.4
Private Campgrounds	10****	1,303	47.2
TOTAL	56	2,744	100%

Source: 1983 Alberta Accommodation Guide

* Hasse Lake Provincial Park is a day use area with no campground.

** 1 campground is jointly shared with St. Regis (Alberta) Ltd.

*** Incomplete, as information on the total number of campsites was unavailable.

**** Incomplete, because numerous facilities are operated by church groups and service clubs. Some are closed indefinitely due to financial problems while others only offer seasonal or yearly leases on their sites, and some are not approved by Travel Alberta.

6.6.1 Provincial Parks

A system of provincial parks has been developed in Alberta to meet the following objectives*:

- to protect areas of natural, or scenic significance, both representative and unique, for the aesthetic enjoyment and educational use of present and future generations;
- to provide a broad spectrum of outdoor recreation opportunities;
- to effectively plan, develop, and manage provincial park, recreation, and preservation lands for outdoor recreation purposes; and
- to foster public understanding and appreciation of Alberta's lands and the opportunities available within them.

Four provincial parks have been established within the Evergreen Zone (Map 7). The following provides a brief description of each of the four parks.

- Wabamun Lake Provincial Park

This 211 hectare (521 acre) park is located three kilometres east and two kilometres south of the town of Wabamun (Map 7). The old

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* Personal communication with Dave Perraton, Section Head, Systems and Program Development, Alberta Recreation and Parks, Edmonton, October 1983.

Wabamun town site was built within present park boundaries but was moved when coal mining operations commenced just west of the site (exposed coal seams are visible in the park).

Popular summer activities include camping, fishing, sailing, waterskiing, and swimming. The park is open year round. Visitors can see waterfowl along the lakeshore and a variety of other birds along forest trails during the spring and fall. In winter, ice fishing, cross-country skiing, and snowmobiling are popular on Wabamun Lake. Snowmobiling is not allowed in the park. Toilets, firewood, and cleared roads are available for winter enthusiasts.

This park receives heavy summer weekend use with occupancy rates near capacity, but is less than 20% full during weekdays.

- Pembina River Provincial Park

This 165.5 hectare (409 acre) park is located two kilometres west of Entwistle along Highway 16. The park is located in an interesting area where a postglacial river cuts across a preglacial river channel.

Walleye, pike, goldeye, and Rocky Mountain whitefish inhabit the river and provide good angling. Fishing is reputedly best at the mouth of the Lobstick River where it joins the Pembina River. Birds, including: yellow warblers, purple finches, peewees, vireos, and others inhabit the Park.

When the water levels are high enough, the river can provide an enjoyable canoe or kayak experience. The river is classed as an overall Grade 1 level with some Class 1 rapids, suitable for novice paddlers.

The park is open year-round. Winter enthusiasts can cross-country ski, toboggan, or winter camp. This park receives heavy summer weekend use with occupancy rates near capacity, but is less than 15% full during summer weekdays.

o William A. Switzer Provincial Park

This 2,686 hectare (6,637 acre) park is located three kilometres west and 19 kilometres north of Hinton. Knob and kettle topography left by retreating glaciers, surrounds a chain of five small lakes nestled in Alberta's foothills. Mountain wildlife and plants intermingle with boreal forest in these foothills, where visitors can experience elements of both the Rockies and Alberta's northlands. Once known as the Fish Lakes valley, this park has been developed to offer recreational opportunities in a natural environment setting. Lakes in the park provide good angling for trout, whitefish and northern pike.

There are trails for walking, boating is allowed, and skin diving in the clear waters is rewarding. Some of the wildlife that may be seen includes: elk, deer, moose, weasel, otter, lynx, black bear, beaver, mountain bluebirds, gray jays, and chickadees.

Winter enthusiasts can ice fish, snowshoe or ski on eighteen kilometres of challenging, groomed cross-country ski trails. Winter camping sites are available at Jarvis and Graveyard Lake campgrounds.

The Blue Lake Centre, operated by Alberta Recreation and Parks, is situated in the park and offers training in many outdoor recreational activities. Interpretive naturalists are available to answer questions during organized programs and at other events which take place throughout the park. Interpretive resources include an amphitheatre, an automated slide show, a plant and animal checklist, and a winter program.

This park receives moderate summer weekend use with occupancy rates at an average of about 50%. Summer weekday use falls to less than 20% of capacity.

o Hasse Lake Provincial Park

This sixty-nine hectare (170 acre) park is located eleven kilometres west and five kilometres south of Stony Plain. The park offers day use opportunities only and can be used at no charge. It is located in a valley surrounded by heavily treed rolling hills and offers an ideal setting for picnics, family gatherings, and barbecues. The lake is a popular fishing spot for rainbow trout which can be caught from a boat or from the two fishing docks that are provided.

Visitation statistics have not been gathered for Hasse Lake Provincial Park. It should be noted that all three Provincial Parks with campground facilities experienced below capacity utilization during 1980, 1981, and 1982. The average daily use was low, reaching near capacity only on weekends and holidays. This utilization level has been discussed further in the opportunities chapter.

6.6.2 Provincial Wayside Recreation Areas

Nojack is the only Provincial Wayside Recreation area located in the Evergreen Zone (Map 7). This small camping area, located along Highway 16, was formerly an Alberta Transportation Campground. The site is small and provides a total of ten camping sites. Services are limited, including: firewood, tables, toilets, water pump, picnic shelter, stove, and fire pits. Wayside recreation areas can be used free of charge.

6.6.3 Alberta Forest Service Recreation Areas

The forest areas of Alberta offer a variety of recreational opportunities. Rustic camping facilities are provided by the

Alberta Forest Service for the convenience of people seeking enjoyment from the forest environment. These Recreation Areas are located within a geographic area almost identical in boundary to Improvement District No. 14. This huge landscape offers a variety of outdoor recreational opportunities including camping, picnicking, hiking, fishing, hunting, photography, sightseeing, canoeing, trail-riding, snowshoeing, snowmobiling, and cross-country skiing.

East and west access into this area is served very well by Highway 16, Highway 40 north connects with Grande Cache, while Highway 40 south from Hinton and Highway 47 south of Edson form a loop to include Robb and Cadomin. Highways 32 and 22 north of Highway 16 connect to Highway 43. Many all-weather gravel roads also provide access to the region from nearby towns. In addition, resource extraction companies have constructed a variety of roads which provide further access for the adventuresome individual. Service stations and other tourist services are very limited in the forest area but communities such as Edson, Hinton, Drayton Valley, and Grande Cache are well situated to provide these services to visitors exploring the east slopes. Past and current Alberta Forest Service trails and industrial seismic lines provide access to backcountry areas.

More than thirty recreation areas have been established throughout the Evergreen Zone by the Alberta Forest Service (Map 7). Basic facilities are available in twenty-one campgrounds. Facilities include hand pumps (for drinking water), pit privy toilets (which are being converted to vault toilets), campfire rings, and picnic shelters in some areas. Campsites are unserviced. Special group use areas are available at three locations: Embarras River, Watson Creek, and Hay River. These are available on a reservation basis through the nearest office of the Alberta Forest Service. A new group use area is being developed at Minnow Lake, 26 kilometres southeast of Edson. The remaining nine recreation areas have no facilities and are only "designated" camping areas.

Primary research indicated that Alberta Forest Service, Alberta Energy and Natural Resources, is proposing the following seven year Development Plan in the Edson Forest region (western portion of Zone 7) commencing in 1986:

.1 water access points (two areas),

.2 cross-country ski facilities (one area),

.3 hiking/backpacking facilities (two areas),

.4 equestrian facilities (two areas),

.5 group camping facilities (one area), and

.6 off highway vehicle facilities (one area).

Upgrading of existing recreation areas will likely result in the addition of 75 to 100 auto access camping units.

6.6.4 Alberta Transportation Campgrounds

There are eight Transportation campgrounds providing a total of 130 campsites which have not been transferred to Alberta Recreation and Parks (Map 7). These campgrounds offer very limited services and facilities and are usually quite small.

Visitation records are not kept for these sites and information is not available regarding their levels of use.

6.6.5 Municipal Campgrounds

Thirteen municipal campgrounds offer a range of facilities including: firewood, tent and trailer sites, showers, tables, stoves, and toilets (See Map 7). The majority of these campgrounds are located along, or close to, Highway 16. Only Lion's Park, at Edson, is fully serviced with utility hook-ups. The majority of municipal facilities seem to cater to local and regional campers who do not desire fully serviced facilities.

Two municipal parks, Willmore Recreation Park, south of Edson, and a park at Peers, are currently being upgraded under the Municipal Recreation Areas Program. Two new sites are being developed at Chip Lake and Drayton Valley under the same program.

6.7 Private Campgrounds

There is a significant number of private campgrounds that include additional recreational facilities and opportunities within the Evergreen Zone. There are ten commercial campground operations and numerous private facilities operated by church and service groups. In recent years, the commercial establishments have undergone a transition from overnight public facilities to private seasonal or yearly lease facilities. In discussion with some of the operators, two major reasons have been cited for this conversion. One is the difficulty of getting proper highway signing in past years and the other is the ready availability of free camping and recreational facilities provided by the Province of Alberta.

Many of these seasonal/yearly lease campgrounds are experiencing high occupancy, in some cases, 100% occupancy. It is probably the demand by campers, primarily from Edmonton, that encouraged these operators to convert. There are some commercial campground operators located along Highway 16 that seem to be continuing to service the overnight camper market but they too are finding it difficult to compete with facilities and services that are either free or are available for a minimal fee.

Primary research indicated that some private facilities operated by church groups and service clubs are exclusively for their members' use. These were not investigated any further. In addition, there are some facilities that are in disrepair and others that are located in open fields. These too were not considered in the inventory (See Appendix A - Category F, Campgrounds).

6.8 Information Services

There are nine Information Centres located throughout the Evergreen Zone.

Location	Operator	Season
Spruce Grove	Chamber of Commerce	Year Round
Stony Plain	Chamber of Commerce	Summer
Drayton Valley	Town Office	Summer
Mayerthorpe	Chamber of Commerce	Summer
Wildwood	Town Office	Year Round
Entwistle	Chamber of Commerce	Summer
Edson	Zone 7 Office	Year Round
Hinton	Chamber of Commerce	Summer
Grande Cache	Chamber of Commerce	Summer

These information centres are usually operated by the local Chambers of Commerce and are generally seasonally operated with extended hours from May to September. Exceptions to seasonal operation are found in Spruce Grove, Wildwood, and Edson, where information centres are open regular hours, year round. Primary research revealed a great variation in the detail of information provided and in the appearance of information centres in the Zone, ranging from poor to excellent. This issue has been dealt with further under the Issues, Concerns and Constraints section of this study (Section 3.3).

6.9 Marketing Groups

Generally, publicity and promotion of tourism resources and/or services is the primary responsibility of the owner/operator. However, in addition to the marketing efforts of the owner/operator, there are a number of public and private organizations and agencies that directly and indirectly support the tourism industry. A list of these organizations and agencies follows:

- Travel Alberta (Alberta Tourism and Small Business)
- Alberta Recreation and Parks
- Alberta Energy and Natural Resources
- Alberta Culture
- Alberta Transportation
- Alberta Agriculture
- Alberta Municipal Affairs
- Evergreen Tourist Association
- St. Regis (Alberta) Ltd.
- Grande Cache Chamber of Commerce and Tourism Society
- Town of Grande Cache
- Sangudo Chamber of Commerce
- Town of Sangudo
- Town of Mayerthorpe
- Mayerthorpe Chamber of Commerce
- Town of Hinton
- Hinton Chamber of Commerce
- Town of Drayton Valley
- Drayton Valley Chamber of Commerce
- Edson Chamber of Commerce
- Town of Edson
- Stony Plain Chamber of Commerce

- Town of Stony Plain
- Town of Spruce Grove
- Spruce Grove and District Chamber of Commerce

6.10 Outdoor Recreation Facilities and Services

Outdoor recreation facilities and services may include: community day use parks, beaches, trails, marinas/boat launches, sports fields, playgrounds, riding stables, rifle ranges, golf courses, and food concessions. Larger communities have a greater range and number of facilities (see Appendix A - Category H for details).

These facilities are used almost exclusively by the local community. However, many tourists visiting relatives and friends in these communities can also use these facilities. Although the resources are not primary tourism generators, they serve an important secondary entertainment and recreational function in providing an enjoyable stay for visitors.

6.11 Events

For the purposes of this study, an event is defined as: "a transitory man-made occurrence, celebration, or activity of considerable interest and notability which is usually (but not always) held on a regular basis, e.g., rodeo, baseball tournament, or ski race. It can be of international, national, provincial, regional, or local significance depending on the markets that are attracted".

Towns, villages, and rural communities in the study area have developed and maintain a number of events that range from local to national tourism significance. These events are further described in Appendix A - Category G.

Approximately seventy events were held in the Evergreen Zone in

1983. The majority of events (69%) were of local significance primarily agriculturally and sports oriented. Twenty-four percent of the events were of regional significance and agricultural in nature. Provincially significant events (two) represented 3% of the total number. One event is business oriented (Drayton Valley Annual Oil Show) and the other is sports oriented (Alberta Cross Country Ski Championship - Hinton). National events (three) within this zone represented 4% of the total and were either agriculturally or sports oriented. The Sulphur Flats Rodeo, held annually in Grande Cache at Victor Lake, is one of the largest amateur rodeos held in Western Canada and attracts contestants primarily from the western provinces.

The second leg of the Great Canadian Riverboat Race down the waters of the Smoky River starts from Grande Cache every summer. "Marathon 1983" began in Whitecourt and passed through the communities of Whitecourt, Fox Creek (Chevron Bridge), Hinton, Grande Cache, and Grande Prairie. The McLeod, Athabasca, Smoky, and Wapiti Rivers make up the jet boat circuit. This event attracts contestants from all parts of Canada. The Great Canadian Riverboat Race holds a world championship every four years attracting not only Canadian participants, but contestants from other countries. The next international competition is scheduled for 1984.

The third annual event of national significance is the St. Regis Marathon Cross Country Ski Race. This event is held annually on a 25 kilometre expert trail (loop), known as the Spruce Management Cross Country Ski Trail near Hinton. This trail has been developed by St. Regis (Alberta) Ltd. This ski race is organized and sponsored by the Hinton Nordic Skiers and financially supported by St. Regis Ltd. This site will be the home of the 1984 Canadian cross-country ski championships.

The listing in Appendix A - Category G, indicates that there is a good variety of events. Sporting and agricultural events predominate, ranging from hockey and baseball tournaments to rodeo and agricultural shows. These events reflect the strong agricultural and rural character of the Evergreen Zone. An analysis of events indicates that, to a large degree, events being promoted are of local or regional significance with very few being of provincial or national stature.

Many of the events are going through an evolutionary process growing from local to regional to provincial stature in terms of their ability to draw visitors. To date, major events capable of drawing significant attendance are located within, or in close proximity to, the major communities of Grande Cache, Hinton, Edson, Spruce Grove, Stony Plain and Drayton Valley. There are a number of local events that appeal to some visitors but primarily attract only local residents. Data related to visitor numbers, visitor profile, expenditures, and detailed description of the event are minimal, and in the majority of cases, non-existent.

6.12 Second Homes

It is beyond the terms of reference for this study to determine the exact number of second homes (cottages) in the Zone. However, through discussions with Zone residents, it was possible to obtain some information about this market segment (cottage owners) and to project some trends.

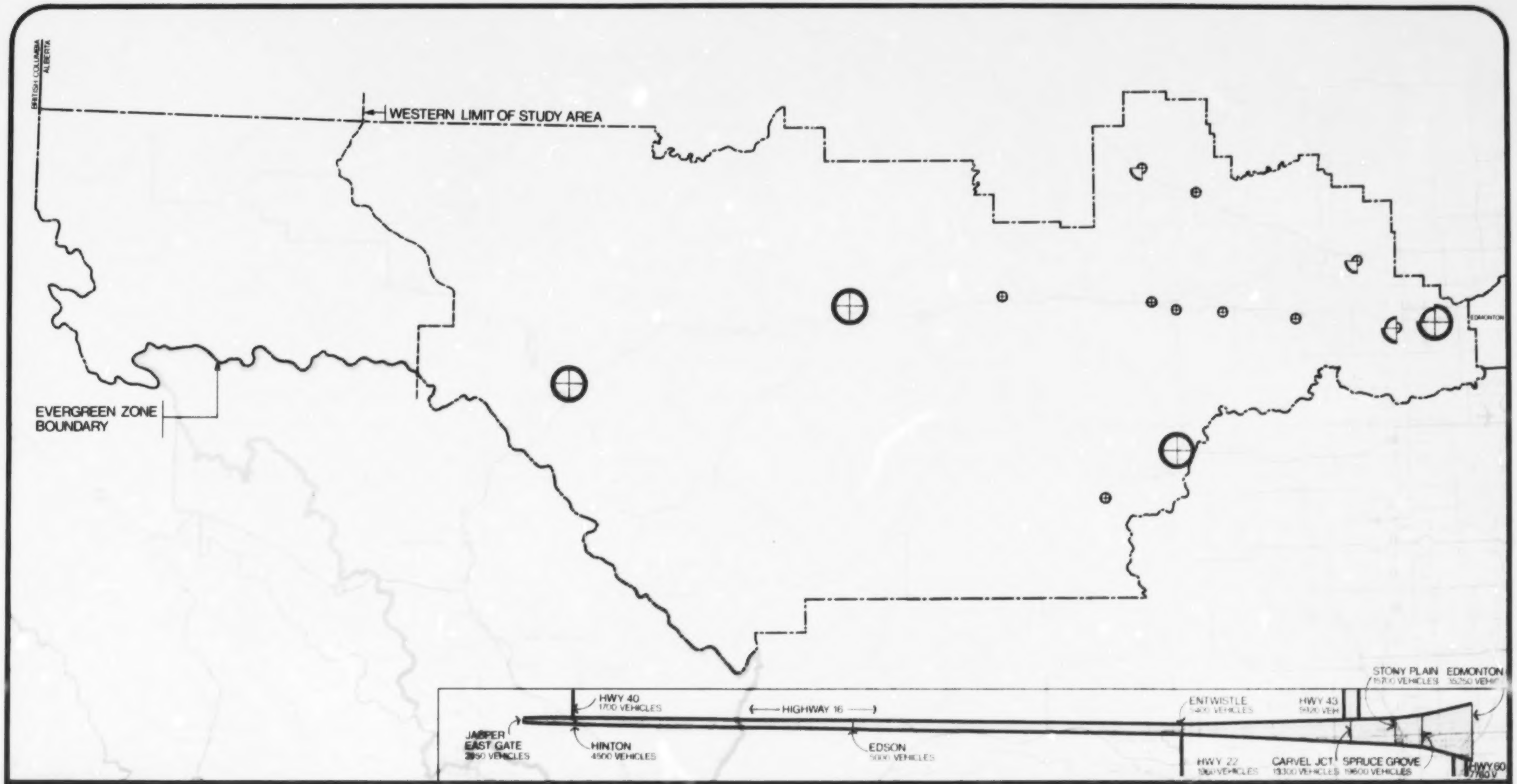
Information gathered from cottage owners, real estate agents, and elected officials indicated that cottage owners have bought a second home to get away from their day-to-day urban and industrial environment. They want to enjoy the benefits of a cottage at or near a lake in a natural setting. As such, they are generally opposed to any commercial development anywhere near their second home and often play an active role in the local village councils to ensure that commercial development does not occur.

Realtors indicated that a cross section of Edmontonians own cottages. They include middle income families, apartment dwellers, older businessmen, mothers with young children, athletic young couples, and retired people. Some stay all summer while others come out for the weekends. They enjoy water sports such as swimming, boating, or sailing. During these difficult economic times most people are tending to spend their vacations at their lake cottage rather than travelling to distant vacation spots. A second trend is toward extensive winter use of their cottages where they can go cross-country skiing, snowmobiling, or ice fishing. The third trend is toward weekend cottage use by working couples. The important factor for cottagers is proximity, so the most popular lakes are those closest to Edmonton - Wabamun, Lac Ste. Anne, Lac La Nonne, Isle Lake, and many other smaller lakes.

6.13 Tours

There are a number of organized bus tours that travel through the Evergreen Zone, via the Yellowhead Highway en route to destinations beyond this Zone. Information gathered on tour itineraries indicated that bus tours have planned stops within the Evergreen Zone primarily for lunch, coffee, or rest breaks. Popular food/beverage/rest stops include the Multicultural Heritage Centre in Stony Plain and facilities in the Town of Edson. Operators interviewed indicated that itineraries were flexible enough to allow extra time at these stop-over points should there be an attraction of interest (e.g., cultural dance fest at the Multicultural Heritage Centre).

Overnight accommodation stop-overs are frequently used by tour buses, specifically, the Town of Hinton. Hinton is often used to accommodate the overflow of tourists that wish to be in close proximity to Jasper National Park, a destination area for the majority of organized bus tours. To date, patronage of the tourism related facilities and services in Hinton has largely been dependent on the competitiveness of room rates, pre-booking requirements, and the occupancy levels in Jasper.



LEGEND

MAJOR SERVICE CENTRES

HOTEL / MOTEL ROOMS
RETAIL SALES
RETAIL SALES OUTLETS
ACCOMMODATION / FOOD SERVICE EMPLOYMENT

	◔	◔	◔
HOTEL / MOTEL ROOMS	0 - 65	66 - 110	111 - 540
RETAIL SALES OUTLETS	0 - 19	20 - 49	50 +
RETAIL SALES ($ 000,000)	0 - 19	20 - 49	50 +
SERVICE SECTOR EMPLOYMENT	0 - 74	75 - 149	150 +

TRAFFIC VOLUME

▬ AVERAGE SUMMER DAILY TRAFFIC (1982)
SOURCE ALBERTA TRANSPORTATION

BAHNUIK AND WRIGHT

BUTLER KREBES ASSOCIATES LTD.
NAUTILUS COMMUNICATIONS LTD.

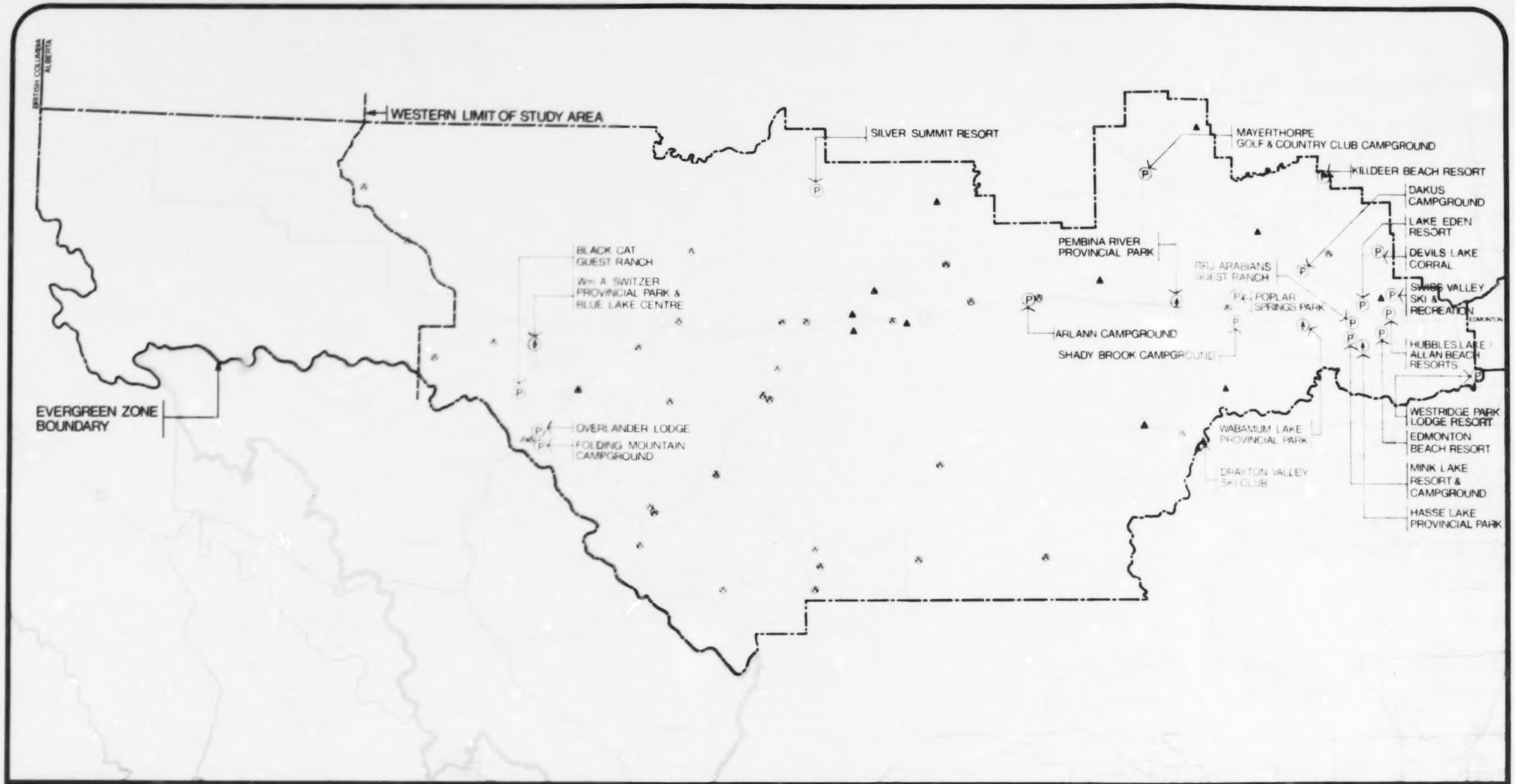
NORTH

0 10 20 50 100 KILOMETRES

EVERGREEN
TOURISM DESTINATION AREA STUDY

6.
SERVICE CENTRES & TRAFFIC VOLUME

BASE MAP SUPPLIED BY ALBERTA ENERGY AND NATURAL RESOURCES 1983


BRITISH COLUMBIA
ALBERTA
WESTERN LIMIT OF STUDY AREA
SILVER SUMMIT RESORT
MAYERTHORPE GOLF & COUNTRY CLUB CAMPGROUND
KILLDEER BEACH RESORT
DAKUS CAMPGROUND
LAKE EDEN RESORT
DEVILS LAKE CORRAL
SWISS VALLEY SKI & RECREATION
EDMONTON
HUBBLES LAKE / ALLAN BEACH RESORTS
WESTRIDGE PARK LODGE RESORT
EDMONTON BEACH RESORT
MINK LAKE RESORT & CAMPGROUND
HASSE LAKE PROVINCIAL PARK
PEMBINA RIVER PROVINCIAL PARK
RRJ ARABIANS GUEST RANCH
POPLAR SPRINGS PARK
ARLANN CAMPGROUND
SHADY BROOK CAMPGROUND
WABAMUM LAKE PROVINCIAL PARK
DRAYTON VALLEY SKI CLUB
BLACK CAT GUEST RANCH
Wm. A. SWITZER PROVINCIAL PARK & BLUE LAKE CENTRE
OVERLANDER LODGE
FOLDING MOUNTAIN CAMPGROUND
EVERGREEN ZONE BOUNDARY

LEGEND

- Ⓟ PRIVATE CAMPGROUND & RESORTS
- ⓘ PROVINCIAL PARKS
- Ⓡ PROVINCIAL RECREATION AREAS
- ▲ MUNICIPAL RECREATION AREAS

BAHNUIK AND WRIGHT

BUTLER KREBES ASSOCIATES LTD.
NAUTILUS COMMUNICATIONS LTD.

NORTH

0 10 20 50 100 KILOMETRES

EVERGREEN
TOURISM DESTINATION AREA STUDY

7.
RECREATION AREAS & FACILITIES

BASE MAP SUPPLIED BY ALBERTA ENERGY AND NATURAL RESOURCES 1983

7.0 SECONDARY PHYSICAL TOURISM RESOURCES AND SERVICES

Secondary physical tourism features include facilities and services such as swimming pools, curling and skating rinks, tennis courts, bowling lanes, libraries, farmers' markets, golf courses, billiard halls, and theatres (see Appendix A - Category I). These secondary physical facilities have been developed primarily to serve the recreational needs of the community. However, these facilities are public and are available for use by the travelling public.

Larger communities such as Spruce Grove, Stony Plain, Edson, Hinton, Drayton Valley, and Grande Cache possess the largest variety of these recreational facilities and services. Primary research indicates that some communities have aggressively promoted the use of community recreation facilities to non-residents. This is the case particularly in Grande Cache, Hinton, and Edson. In Edson, local racquetball facilities are being promoted to business people visiting Edson. In Hinton, the recreation centre actively promotes the use of their facilities for activities such as swimming, saunas, racquetball, and exercising.

Health and hospital care are also included as a secondary tourism service. These facilities have been established primarily to serve the medical and dental needs of the community and surrounding areas; however, the services are available to the travelling public.

There are good health care services and facilities throughout the Evergreen Zone. Health Centres and clinics are available in a number of rural communities and hospitals, with complete emergency facilities, are usually within a short driving distance. Full health and dental care facilities and services are concentrated in the larger centres of Spruce Grove, Stony Plain, Edson, Hinton, Grande Cache, Mayerthorpe, Drayton Valley, and Sangudo.

8.0 SPECIALIZED PHYSICAL TOURISM RESOURCES AND SERVICES

Specialized physical tourism resources and services within the Evergreen Zone include a variety of recreational activities and are most often associated with outdoor experiences. These resources and services vary in nature and include guest ranches, trail riding experiences, adventure/educational excursions, winter based recreational sports, and resorts. Zone 7 does not possess a large inventory of these specialized resources and services. However, there is a relatively broad selection of activities from which to choose (see Appendix A - Category J).

8.1 Commercial Trail Riding

Commercial trail riding opportunities are concentrated predominantly in the western portion of this Zone, specifically in the Willmore Wilderness Area that borders the northern boundary of Jasper National Park. As Willmore Wilderness Park is not accessible by motor vehicle, horseback riding is a convenient alternative for transportation within this wilderness park.

8.2 Guest Ranches

Travel Alberta's Accommodation Guide has listed three guest ranches within the Evergreen Zone; however, Swiss Valley Farm is no longer operating as a guest ranch. The RRJ Arabians Guest Ranch features equestrian skills, and the Black Cat Guest Ranch provides a casual atmosphere offering a number of recreational opportunities such as trail riding, cross-country skiing, four wheel drive trails, barbecues, and sightseeing. It also has meeting room facilities for small groups.

8.3 Adventure Vacations

"Adventure vacation" is a broad term used to describe an outdoor opportunity designed to offer stimulating and/or educational experiences. There are a number of opportunities ranging from activities like winter survival and mountain climbing to fishing and hunting. All these opportunities are offered at various skill levels allowing both novice and experienced individuals to find activities to suit their needs and abilities.

There is a good variety of adventure vacations to choose from within the Evergreen Zone. Facilities/staging areas for these activities are all concentrated in the western portion of the Zone, namely, in the Hinton and Grande Cache areas.

8.4 Guides and Outfitters

Research has indicated that there are many registered guides and outfitters within the Evergreen Zone. The bibliography references an Alberta Government publication that lists all the registered and licensed guides and outfitters. However, this list must be used with caution, as many individuals on the list are inactive or only occasionally active. A full scale survey would be required to determine the true extent of the services offered.

8.5 Ski Facilities

There are four facilities offering downhill skiing opportunities within the Evergreen Zone. Travel Alberta's "1984 Ski Directory" has listed Drayton Valley Ski Club and Swiss Valley Resort as "community ski areas." These facilities are of local interest and are used primarily by local residents and skiers within close proximity of these ski facilities. The Drayton Valley Ski Club facility is open to the public Tuesday and Thursday evenings and during the day on weekends.

Swiss Valley Ski Resort, located 32 kilometres west of Edmonton on Highway 16, is open to the public 9:00 a.m. to 9:00 p.m. during the weekdays and from 10:00 a.m. to 6:00 p.m. on weekends. Snow-making equipment is used at Swiss Valley to extend the season of operation. Swiss Valley ski season can average sixteen weeks. This resort is popular among residents from Edmonton, Sherwood Park, St. Albert, Spruce Grove, Stony Plain, and Onoway. In the 1982/83 ski season, Swiss Valley's ski facilities were used by approximately 10,000 school children from Edmonton's Public and Separate Schools. Swiss Valley is developing twenty-five kilometres of cross-country ski trails and expects these trails to be open for use in the 1983/84 season. Operators of the Swiss Valley facility have indicated their intention to become a year round facility and are presently investigating the possibilities of providing chalets, picnic sites, and summer recreation programs.

The "1984 Ski Directory" has listed Lake Eden Resort and Silver Summit as "regional ski areas" whose facilities are of regional significance and appeal to a broader market segment. Silver Summit Ski Resort facilities offer downhill skiing on beginner to expert slopes. The facilities are open to the public from Wednesday through Sunday, with Wednesday through Friday reserved for school or organized groups only. Silver Summit has no snowmaking equipment. Its season of operation, which can average twenty-one weekends, is directly dependent on winter climatic conditions. This resort is popular among residents from Edmonton, Sherwood Park, St. Albert, Leduc, Spruce Grove, Stony Plain, Whitecourt, Fox Creek, and Edson and area.

Lake Eden Resort facilities offer novice to expert downhill skiing opportunities. This facility was closed this summer, however, the Lake Eden Resort is scheduled to open to the public in this (1983-84) winter season, seven days a week from 10:00 a.m. to 10:00 p.m. Snow making equipment is available and used to extend the ski season. Lake Eden is popular among residents of Edmonton and area, and surrounding communities located within the County of Parkland.

Primary research indicates Lake Eden attracted approximately 300 school groups in 1982-83, through the Public and Separate school systems to participate in either ski instruction or recreational skiing. In addition, Woodward's stores conduct an annual ski package promotion which provides transportation and ground packages at Lake Eden for children. This promotion attracted approximately 5,000 children in the 1982-83 winter season.

9.0 INDIAN RESERVES

There are three Indian Bands within the Evergreen Zone; the Enoch Band, Alexis Band, and the Paul Band.

The Enoch Band resides on the Stony Plain Reserve which is located approximately thirteen kilometres southwest of Edmonton and incorporates approximately 5,236 hectares of land. In addition to the Reserve, the Enoch Band has access to land at Fishing Station on the north shore of Lac Ste. Anne (approximately two kilometres east of the east boundary of the Alexis Reserve). This land was purchased in 1954 by the Federal Government for use by the Enoch Band for camping and fishing access on Lac Ste. Anne. In addition to this land, the Government of Alberta transferred an adjacent parcel of land to the Federal Government in 1955 so that the Enoch Band could build a pier. This crown land represents approximately three and one half hectares of land in total.

The Alexis Band resides on the Alexis Reserve which is located on the north shore of Lac Ste. Anne and incorporates approximately 6,165 hectares of land.

The Paul Band resides on the Wabamun Reserves located at two locations on Lake Wabamun, approximately fifty-eight kilometres west of Edmonton. One reserve is on the southeast shore of Wabamun Lake and incorporates approximately 6,106 hectares of land. The second reserve is located north of the adjoining Wabamun Indian Reserve and incorporates approximately 178 hectares of land.

For details on tourism facilities and services provided on the Reserves see Appendix A - Category K, Indian Reserves.

10.0 ECONOMIC OVERVIEW

10.1 The Economy

The Zone's economy can best be characterized in terms of employment because there is a lack of other comprehensive measures of the various economic sectors in the area. According to the 1981 Federal Census, there were approximately 42,750 persons in the Zone's labour force. The majority of this labour force was employed in primary and tertiary sectors of the economy. The following discussion will be in terms of economic sectors (organized according to the Standard Industrial Classification) because they provide the most comprehensive framework for examining the wide variety of economic activities carried on in the Zone.

The primary sector consists of resource extraction and agricultural activities. It includes businesses engaged in logging, farming, oil and gas extraction, and coal mining. According to the 1981 Census, the primary sector was one of the Zone's largest employers and accounted for 21.7% of the work force. Agriculture is an important component in the eastern and northeastern part of the Zone, and peat moss extraction and oil and gas activity are prime components in the central part. Coal mining is the main component in the western portion of the Zone.

The secondary, or manufacturing, sector is relatively small. It accounted for 8%, or approximately 3,245 jobs in 1981. It is the third smallest sector surpassing only public administration and defence at 5.8% and finance, insurance and real estate at 3.9% in terms of employment in the 1981 Census.

The construction industry is a relatively important sector. It accounted for 11.9% of the Zone's total employment in 1981. It was closely followed by the transportation, communication, and public utility sector with 4,600 employees, or 10.8% of the work force.

The tertiary, or retail trade, economic sector was the third largest in the economy and had 16.2% of the work force in 1981. The sector is very dependent on the level and nature of employment in other sectors of the economy. The sector's presence, nature, and distribution tends to reflect activity in the other basic sectors. Because the sector is population-dependent for its markets, a wider variety of businesses is found in larger communities such as Edson and Hinton.

One of the largest segments in the Zone's economy is community, business and personal service. This segment has direct relevance to the tourism industry because it supplies most of the goods and services used by visitors and tourists. It employed 21.7%, or 9,250 people. This segment accounts for such diverse businesses as the local barber shop and the heavy equipment repair facility. It is also the segment which includes activities related to tourism, such as accommodation and food service businesses in the area. Such activities serve both local and visitor needs.

10.2 Population Trends

The population of the Evergreen Tourist Zone in the 1981 Census was approximately 83,000. This represented a 50% increase over the area's 1976 population and a 35% increase over the ten year period from 1971 to 1981. Although population projections are not available for the entire Zone, the Alberta Bureau of Statistics has projected an approximate 50% increase to the year 1996 for Census Division 14, which contains the Edson/Hinton area. Using the Census Division's 1981 population of 24,635 as a base, the Bureau has made estimates of between 32,340 and 43,940 with a median estimate of 39,400 people in 1996. This projection is based on average fertility of the area's population and average migration assumptions.*

Hinton, because of the proposed coal mining developments, is expected to be the most rapidly growing community in the Zone to the year 2,000. Based on a projection from the 1982 population of 9,166, Hinton's 1990 population could range between 11,905 and 25,220. The actual population growth would depend on a variety of factors, particularly the number of new mines developed, their employment levels, and pace of development. Although separate projections are not available, Edson and a few other communities can also be expected to experience moderate growth during the period. Many smaller towns and villages can expect to experience only marginal population growth, if any at all.

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* Alberta Consumer Division Population Projections, Alberta Bureau of Statistics, Edmonton, September, 1983.

11.0 TOURISM MARKETS AND VISITOR PROFILES

11.1 Introduction

The Evergreen Tourist Zone is in competition with other areas as a destination for tourists who come from a variety of geographic areas, and who have a variety of interests and expectations from their leisure travel. People currently travel to the Zone for a variety of purposes such as visiting friends and relatives, use as a main travel destination, or as a pass-through area to get to or from other destination areas.

Because tourists are not uniform in their characteristics and interests, an understanding of the demographic and behavioral characteristics of current visitors to the Zone is a necessary starting point in any effort to develop the tourism industry in the Zone. Specific market segments, determined by visitor characteristics, can then be targeted for development efforts.

It is also useful to compare visitor characteristics with another larger area for evaluation purposes. Characteristics of all visitors to Alberta are used as this standard of comparison. This section is therefore a profile of visitors to the Evergreen Zone and a comparison with provincial averages. It provides some interpretation of the marketing implications of the visitor profiles for the tourism industry.

Data for this section were collected from the following sources:

- 1982 Canadian Travel Survey (Statistics Canada),
- 1982 Alberta Travel Survey (Traveldata, 1983, unpublished),
- Jasper National Park Users Statistics (Parks Canada, 1982),
- Characteristics of Highway Travellers Surveyed at Selected Locations (Alberta Transportation, 1982),

- Vacation Travel by Canadians, Trend Analysis 1966-1982 (Tourism Canada, 1983).

11.2 General Visitor Characteristics

As identified previously, the prime traffic artery in the Evergreen Zone is Highway 16. Traffic flows on it decline by 90% from west of Edmonton (32800 A.S.D.T.) to east of Hinton (3600 A.S.D.T.) and increase by 90% going from west to east using the same two points. A higher proportion of the traffic going through the area at the west end was travelling for social or recreational purposes. There tended to be a decreasing proportion of out-of-province vehicles on the eastern portions of Highway 16 as a percentage of an increased volume of traffic. Generally, the origin of vehicles on selected Zone highways were as follows*:

Alberta	70%
British Columbia	14%
Ontario	5%
United States (contiguous)	3%
Saskatchewan	3%
Manitoba	3%
Alaska	1%

Table V puts the origin and characteristics of all highway travellers in perspective and shows that there are characteristic changes by highway segments. For example, when looking at the origin of vehicles ("vehicle registration") surveyed at selected locations in the Evergreen Zone, a higher proportion of non-Alberta vehicles were found on Highway 16. One of the main trip purposes of highway travel on Highway 16 was for social/ recreational reasons. Statistics from the "trip characteristics" column would suggest that there are significant local trips

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* Source: Alberta Transportation, 1982

TABLE V

CHARACTERISTICS OF HIGHWAY TRAVELLERS SURVEYED AT SELECTED LOCATIONS

LOCATION	1982		TRIP CHARACTERISTICS			TRIP PURPOSE			VEHICLE REG.		VEHICLE TYPE		
	AADT*	ASDT*	TO/FROM	THRU-STOP	THRU	WORK	BUS.	SOC/REC	ALTA	OTHER	AUTO	R.V.	TRUCK
Hwy. 16 W. of Hinton	4180	5970	40%	20%	40%	7%	30%	63%	73%	27%	74%	16%	10%
Hwy. 16 E. of Hinton	2910	3600	23%	25%	52%	4%	29%	67%	68%	32%	75%	9%	16%
Hwy. 16 W. of Edmonton	29000	32800	86%	7%	7%	31%	37%	32%	90%	10%	88%	4%	8%
Hwy. 22 N. of Drayton Valley	3150	3550	78%	5%	17%	23%	62%	15%	98%	2%	79%	4%	17%
Hwy. 32 S. of Whitecourt	1360	1540	75%	10%	15%	25%	38%	37%	95%	5%	81%	9%	10%
Hwy. 43 S. of Whitecourt	3320	3930	61%	18%	21%	27%	55%	18%	96%	4%	73%	9%	18%

* AADT - Average Annual Daily Traffic

* ASDT - Average Summer Daily Traffic

Source: Alberta Transportation, 1982.

between Spruce Grove and Edmonton and a considerable amount of pass-through traffic on Highway 16.

11.3 Characteristics of Non-Resident Visitors to the Evergreen Zone

A survey of non-Alberta resident visitor characteristics was conducted for Travel Alberta from May 15 to October 30, 1982. The Travel Survey was designed to meet the following broad objectives:

- To measure the volume and value of tourism to the Province, to its fourteen tourist zones, and to selected cities in the Province.
- To obtain detailed information regarding trip and traveller characteristics and to examine the Alberta travel experience.
- To monitor trends in travel demand by comparing the above information with data from previous studies in the series.

11.3.1 General Alberta and Zone Data

Based on the survey results, it is estimated that approximately 353,300 non-Albertan household parties visited the Evergreen Zone during the May 15 to October 30 period in 1982 with approximately 22% of these parties staying overnight, or longer, in the Zone. Most parties were travelling through the Zone to get to or from their main destination (Edmonton [26%], Jasper and Calgary [9% each]) and 22% were simply passing through the province. Only a small percentage (6.5%) actually had a main destination somewhere in the Evergreen Zone.

The prime travel time was during the summer, when approximately 60% of the visitors travelled through the Zone. The peak travel months were July and August when about half the total visitors travelled through the Zone. Most of the visitors, who had the Zone as their main destination, departed from this pattern by spreading their visits over June, July, and September with a noticeable decline in August.

TABLE VI*
NON-RESIDENT VISITOR BY SEASON

	Alberta Visits	Visits to Zone	Overnight in Zone	Zone Main Alberta Destination
Spring (May 15-June 14)	15%	13%	18%	17%
Summer (June 15-Sept. 6)	59%	65%	60%	63%
Fall (Sept. 7-Oct. 31)	26%	22%	22%	21%

Most of the travellers used private motor vehicles. In fact, a higher percentage used private vehicles to travel to the Zone as a destination or to pass through the Zone than for general visitor travel in Alberta as a whole.

TABLE VII*
VISITOR TRANSPORTATION (MODE OF EXIT)

	Alberta	Visits to Zone	Overnight in Zone	Zone Main Alberta Destination
Private Vehicle	65%	75%	81%	72%
Plane	27%	18%	13%	25%
Bus	7%	5%	6%	2%
Other	2%	1%	1%	1%

---

* Totals may not add up to 100% due to the effects of rounding.

o Origin of Visitors

Most non-resident visitors whose main destination was the Zone, came from the neighbouring provinces of British Columbia (45%) and Saskatchewan (16%). Manitoba contributed the next highest group of visitors (11%). Results indicated that a higher proportion of British Columbians used the Zone as their main destination, than visited Alberta in general. British Columbia should be considered as the prime out-of-province market area in the Zone's future marketing activities.

About 10% of visitors to the Zone from British Columbia, Saskatchewan, Manitoba, and overseas considered the Evergreen Zone as their main destination in Alberta (other Canadian and U.S. visitors, 2.5%). Visitors from most other areas of Canada and the United States tended to pass through the Zone rather than use it as a main destination. Although visitors from the United States comprised a slightly larger proportion of the Zone's visitors than to Alberta generally (24% versus 22%), a significant proportion of these visitors did not stay overnight in the Zone. Only 10% of visitors whose main destination was the Evergreen Zone were from the United States and the largest portion of these visitors were from the Southwestern States (Nevada, Utah, Colorado, Arizona, and New Mexico), excluding California.

Visitors from other countries had an entirely different pattern of visitation to the Evergreen Tourist Zone in comparison to North American visitors. A much higher proportion had the Zone as their main destination. The Zone appears to be an attraction for visitors from Europe, primarily the United Kingdom. Further details of the origins of visitors to Alberta and the Zone are shown in Table VIII and in Appendix E.

TABLE VIII*
ORIGIN OF NON-ALBERTAN VISITORS

	Alberta	Visits to Zone	Overnight in Zone	Zone Main Alberta Destination
British Columbia	31.4%	38.4%	43.6%	45.0%
Saskatchewan	17.6%	8.7%	11.6%	15.9%
Manitoba	7.7%	6.5%	13.2%	10.7%
Ontario	9.7%	10.0%	6.1%	3.8%
Provinces & Territories	5.0%	5.9%	3.0%	2.8%
U.S.A.	22.5%	23.7%	16.2%	10.1%
Other Countries	5.9%	6.7%	6.0%	11.3%

o Purpose of Travel

The two main purposes for travelling to the Zone were to visit friends and relatives and to have a vacation. A greater proportion of main destination visitors were on the trip to visit friends and relatives than visitors to Alberta generally (66% of households whose main destination was the Evergreen Zone had lived in Alberta before and 95% had close friends or relatives living in Alberta).

TABLE IX*
PRIMARY PURPOSE OF VISITOR TRIP

	Alberta	Visits to Zone	Overnight in Zone	Zone Main Alberta Destination
Visit friends/relatives	31%	32%	38%	41%
Vacation	42%	54%	51%	37%
Business	17%	9%	7%	14%
Personal reasons	9%	4%	4%	8%
Just passing through	1%	1%	1%	-

---

* Totals may not add up to 100% due to the effects of rounding.

o Point of Entry, Intended Destination, and Length of Stay

Non-resident visitors to Alberta came to the Edmonton (17%) and Calgary (21%) areas; with southern Alberta (Zones 1, 2, and 3 accounting for 12%) and Banff (9%) as other prime destinations. Only about 1% of non-resident visitors to Alberta had the Evergreen Zone as their primary destination.

Highway 16 at Jasper was the most popular means of entry into the Province for those tourists who visited the Evergreen Zone. Approximately 22% of Zone visitors entered Alberta there as opposed to 7% of all visitors to Alberta. About 12% of the Zone's visitors (most likely international visitors) entered Alberta through the Edmonton International Airport.

Of the total non-Alberta resident visitors to the Evergreen Zone, the majority (78%) did not stay overnight, 11% stayed one night, 4% stayed two nights, 3% stayed three nights, and 4% represented the balance of visitors who stayed longer. However, among those who did stay overnight, 50% stayed for only one night. It would be beneficial and rewarding for the Zone and businesses if they could encourage both the visitors who did not stay overnight and those who stayed just one night to extend their stay.

As Jasper is the most popular entry point for tourists visiting the Evergreen Zone, it would be beneficial for the Zone to have an aggressive marketing and information strategy directed at visitors in Jasper. The objectives would be to encourage visitors who were not travelling beyond Jasper to visit the Zone, divert visitors who may be travelling to Banff through the National Parks, extend the stay of those visitors passing through the Zone, and to extend the stay of visitors who may have the Zone as a two or three day destination.

o Expenditures

The largest single category of expenditures in Alberta by non-resident visitors to the Zone was for meals and refreshments. The second largest expenditure category was for automobile gas and oil and the third largest category of expenditure was for lodging. Non-resident households visiting Alberta spent an average of $314.24 (total for trip) while the typical household visiting the Evergreen Zone spent an average of $408.16. Expenditures by visitors to the Zone were slightly higher in all expenditure categories except non-automobile transportation in comparison to general Alberta visitor expenditure patterns. The value of non-resident tourism to Alberta in the survey period was $660 million. Thirteen million dollars of this was spent in the Evergreen Zone. Further details of these expenditure patterns are shown in Table X. By providing "divert and detain" alternatives to visitors, there is an opportunity for the various businesses to encourage additional expenditures in the Zone itself. Opportunities which could be implemented are discussed in Chapter 3.

o Participation in Activities

The most frequently reported activity, in which main destination non-resident visitors participated while in Alberta, was to visit friends and relatives. This was true for almost 85% of non-resident visitors whose main destination was the Evergreen Zone. More details of primary and all activities participated in by non-resident visitors to the Zone while in Alberta are shown in Table XI.

o Packaged Tours

The majority of tourists (approximately 95%) who visited both Alberta and the Evergreen Zone were not on a travel package. Those who were using a travel package, came on general sightseeing packages by motorcoach. However, adventure packages were more

TABLE X*

EXPENDITURES IN ALBERTA BY NON-RESIDENT VISITOR HOUSEHOLDS

	ALBERTA	EVERGREEN ZONE		
			1 night or more	
	All Visitors	All Visitors	Total	Main Destination
Meals	24%	23%	22%	28%
Groceries	9%	10%	11%	11%
Lodging	19%	16%	17%	18%
Auto gas and oil	18%	22%	28%	22%
Auto maintenance and repair	3%	5%	1%	-
Non-auto transportation	3%	2%	1%	1%
Recreation/entertainment	8%	7%	8%	11%
All other goods and services	16%	14%	12%	9%
Average per household party	$314	$408	$299	$307
Average per household party per night	$ 42	$ 47	$ 47	$ 46
Total expenditures in area	$660	$ 13**	$12	--

* Totals may not add up to 100% due to the effects of rounding.

** Overnight visitor expenditures prorated to include day visitors.

- Less than 1/2 of 1%

-- Not available.

Source: 1982 Alberta Travel Survey

TABLE XI*

ACTIVITIES PARTICIPATED IN WHILE IN ALBERTA

	ALBERTA	EVERGREEN ZONE		
			1 Night or More	
	Total	Total	Total	Main Destination
All Activities				
- visit friends & relatives	53.3%	59.8%	60.6%	84.7%
- personal or family affairs	24.8%	29.1%	27.9%	26.4%
- attend conference or convention	5.4%	3.6%	2.6%	7.1%
- other business	19.5%	14.5%	12.3%	16.2%
- shopping (over $50/party)	30.4%	35.1%	26.2%	20.1%
- special event/attraction				
o Calgary Stampede	5.3%	4.4%	3.2%	1.8%
o Edmonton Klondike Days	2.7%	5.7%	3.0%	0.9%
o other	13.3%	16.9%	16.0%	23.5%
- sporting				
o swimming	11.8%	16.4%	13.5%	14.1%
o golf	4.5%	6.4%	8.6%	17.1%
o fishing	6.3%	7.8%	10.5%	15.2%
o hiking/backpacking	10.3%	13.6%	14.6%	22.8%
- visit museum/history displays, etc.	25.2%	33.2%	31.3%	35.1%
- camping				
o campground	21.5%	33.1%	26.9%	11.3%
- sightseeing				
o by car	51.1%	60.2%	56.2%	55.3%
- relax and resting	39.3%	43.4%	36.2%	32.2%
Primary Activities				
o visit friends & relatives	33.8%	42.2%	43.9%	60.6%
o personal/family affairs	14.8%	18.4%	19.4%	17.6%
o other business	14.2%	9.3%	8.3%	15.6%
- special event				
o other	6.4%	5.4%	4.6%	5.2%
- visit museums/history displays, etc.	6.9%	7.6%	8.4%	16.7%
- camping				
o campground	10.5%	15.5%	15.2%	3.6%
- sightseeing				
o by car	22.2%	25.1%	19.4%	29.0%
o relaxing and resting	13.9%	14.1%	9.0%	6.7%
o picknicking/cookouts	4.0%	4.6%	4.5%	5.4%

* Source: 1982 Alberta Travel Study.

important to Zone visitors than to Alberta visitors. Hiking/backpacking packages were particularly important to these non-residents as 22% of all visitors on package tours, and 65% of main destination package visitors to the area were on this type of package tour. Most package tours to the area were booked prior to arrival in Alberta through travel agents.

o Recreation Equipment

Most visitors to both Alberta and the Evergreen Tourist Zone did not carry any kind of equipment. Those who did bring equipment usually brought a tent or fishing equipment, perhaps because this type of equipment is compact as compared to boats, water skis, etc. This would suggest an opportunity for rental of equipment that is cumbersome or bulky. There is also an opportunity for more aggressive catering to campers and fishermen to encourage them to buy in the Zone rather then bring supplies with them.

o Household Profile

The profile of the typical household that visited the Evergreen Zone has some similarities and differences with the general Alberta non-resident visitor household. The typical household visiting both areas consisted of two persons. Households whose main destination was the Evergreen Zone tended to have younger children than those of equivalent households visiting Alberta generally.

Although average household income of Zone visitors who passed through the area or stayed one night or more was slightly less than the Alberta average, income was significantly higher for non-resident households whose main destination was the Evergreen Zone (21% for Evergreen Zone versus 16% for Alberta earned $50,000+).

The two main groups of visitors to the Zone tended to be the young (10.8%), middle (10.2%) and older families (8.9%) with children under 18 years of age, and older (17.6%) and retired individuals (12.4%). Another significant category was young couples, who represented 15.8% of all visitors to the Zone. A third of the households had a chief wage earner with at least a high school education. See Appendix E at the back of the report for more details of typical visitor households. These visitor groups would indicate there are opportunities for the development of childrens' parks or theme parks to encourage longer stays. More off-season packages should be developed for older persons as the most popular travelling time for seniors is during off-peak seasons. This would extend the visitor season thus increasing viability of a greater number and variety of businesses.

o Travel Planning

Sources of advice for planning trips to the Evergreen Zone varied somewhat from the general Alberta non-resident visitor pattern. The advice of friends or relatives and previous experience played a crucial role in planning the visit. This is consistent with the 1982 survey finding that 80% of households had visited Alberta before and that 85% of Zone destination households had done so. Literature about the area tended to play a lesser role in planning the trip. This suggests that the Evergreen Zone residents and tourism-related businesses can fulfill a very important role in informing visitors of things to do and see in the Zone to ensure the visitor's stay is a positive experience.

o Facts on Visitor Characteristics by Highway
Segments Within the Evergreen Zone

The previous information outlines some of the aggregate characteristics of non-resident households travelling to Alberta and the Evergreen Tourism Zone. The 1982 Alberta Travel Survey also has information on visitor characteristics along selected highway segments within the Zone. Since most visitors to the Zone utilize private motor vehicles, the best approach is to give an overview of traveller characteristics by highway segments. Variations between segments are highlighted and likely reasons for this variation have been cited where possible.

o Highway 16

Highway 16 is the primary highway within the Evergreen Tourist Zone in terms of both traffic counts and its east/west arterial function. Traffic flows tend to decrease in a westerly direction from Edmonton.

The 1982 Alberta Travel Survey obtained highway segment information from respondents who completed a map showing highways they had travelled in Alberta. It was found that on Highway 16, between Edmonton and Carvel, two thirds of the visitors were from Canadian origins, primarily British Columbia; Ontario and Saskatchewan each contributed approximately 10% of the total visitors. Approximately 6% of the visitors were from Europe while the United States contributed 24% of the visitors with the largest single group being from Alaska. More than half of the visitors travelling on this route segment were on a vacation while 30% were going to visit friends or relatives. Almost three quarters of the visitors were not carrying any form of recreational equipment; however, 18% were carrying fishing equipment and 12% were carrying tents. A very minor number of visitors (3%) were on travel packages.

A significant amount of traffic (about 25%) leaves Highway 16 to travel north on Highway 43 to Whitecourt, the Peace Country, and Alaska. This accounts for changes in visitor traffic on the western portion of Highway 16. The most noticeable change is the decrease in the proportion of United States visitors to 18% on Highway 16. Among the remaining United States visitors, Californians become a prominent component along with residents of the

Northeast Seaboard, East Central, and West North Central U.S., and Alaskans become less important components. There would appear to be considerable traffic interchange between California and Alberta.

With the decline in the United States visitors was the increased importance of non-Alberta resident Canadian visitors, predominantly from British Columbia. In fact, over one half of the Canadian visitors were British Columbia residents. Taking a vacation was the main reason for travel with over one half of the survey respondents giving this reason for travel. Approximately 75% of visitors did not bring any recreational equipment and those that did, usually brought either fishing equipment or tents. This same general pattern was characteristic of visitors along the remainder of Highway 16 to the west.

o Highway 40 - North of Hinton

A much smaller proportion of non-resident visitors travelled Highway 40 to Grande Cache. The majority of these visitors were Canadians (81%), primarily from Saskatchewan (46%) and British Columbia (34%). However, 12% of these visitors were from other continents and 6% were from the United States. The primary purpose for travelling was to visit friends and relatives (44%) or to vacation (40%). This was an exact reversal of travel motivations from the primary tourist route on Highway 16. A very high percentage of the visitors (92%) carried no equipment.

o Highway 40 - South of Hinton

Highway 40, south of Highway 16, and the other routes which connect to Highway 16 (Highway 47 and the Hinton/Robb road) carry minimal non-resident traffic. The result is that there is a very small sample of visitors on which to base any characteristic information. However, the information available does indicate that a lower proportion of Canadians use these routes for their vacations. A much higher proportion of United States visitors use these routes, particularly visitors from California. More visitors tended to carry some kind of equipment, in comparison to Highway 16 visitors, particularly fishing equipment.

- Highway 43 - North of Highway 16

Highway 43 is the second largest non-resident traffic artery after Highway 16. Both routes pass through the Zone and connect other geographic areas. As indicated earlier, Highway 43 is a major land route connecting Alaska and the Canadian territories in the north with the remainder of North America. This role has an important influence on the characteristics of non-resident visitors using the road. About 60% of the non-resident visitors using Highway 43 were Canadians, 36% were from the United States, and 3% from other countries. Approximately half of the Canadians were from British Columbia and 10% each from Saskatchewan and the Territories. Most of the United States visitors (40%) were from Alaska but a significant portion were from the Eastern Seaboard and North Central areas of the United States.

There were significant differences in the reasons given for travelling on Highway 43 as compared to those given for travelling Highway 16. Slightly less than one half of the respondents were on a vacation. Approximately 25% were travelling to visit friends or relatives. Almost another one quarter of the non-resident visitors were travelling for personal or other reasons.

There were also significant differences in the equipment these visitors carried. A much larger proportion was carrying recreational equipment as compared to visitors on other Zone roadways. About 30% were carrying fishing equipment while 13% had hunting equipment and 12% had tents. It would appear that many of these visitors were travelling for an outdoor experience which could involve hunting, possibly in Alaska or the Territories. This larger portion of visitors carrying recreational equipment would suggest an opportunity for the Zone to provide better information to this group on the hunting, fishing, and camping opportunities in the area.

The actual non-resident visitor counts over the length of Highway 43 remained relatively consistent through the Evergreen Zone. However, it was somewhat higher northwest of Mayerthorpe, which would indicate that some visitors came east from Jasper on Highway 16 and then north on Highway 22 before heading north on Highway 43. This is consistent with Highway 22 data which indicates that a number of non-resident visitors use the route. The primary users are Canadians and non-residents from Alaska and the Eastern States. Most of these non-resident travellers did not carry any equipment and those that did, carried a tent (13%).

o Highway 32

Highway 32, from Peers to Whitecourt, carried a large volume of traffic between Highways 16 and 43. Once again, the largest portion of non-Alberta resident travellers were from Canada; primarily British Columbia. It appears that many people travelling north from the Pacific Northwest States took this route in preference to other Alberta routes since the largest proportion of United States visitors came from this area. This would also be a shorter route for them to reach Highway 43 and continue north to Alaska. Most non-resident travellers over this highway were on a vacation (58%) and were carrying no equipment.

o Other Highways

Most of the other highways in the Zone (Highways 22 and 60) appear to carry a higher proportion of non-Alberta resident Canadian visitors than the highways already discussed. Most of these Canadians were from British Columbia and Saskatchewan. The number of United States visitors was extremely small while the proportion of visitors from other countries was much larger, particularly on

Highway 22, which had European visitors. The travel motivation of almost half the visitors was to visit friends and relatives. Most visitors carried no equipment but those that did, usually carried a tent or fishing equipment.

o Conclusions

The characteristics of visitors on various highways throughout the Evergreen Zone tended to correspond with the over-all function of the particular travel artery. The geographic origin of visitors, their reason for travelling, and the type of equipment they carried all varied with different highways in the Zone according to their function in the Western North American land transportation network. There was greater consistency along individual routes than between different routes within the Zone.

11.4 Characteristics of Canadian Residents Travelling in Canada

11.4.1 Vacation Travel by Canadians, 1966-1982*

o General Trends

The Evergreen Tourism Zone is in a competitive market for tourists from Alberta, Canada, the United States, and to a much lesser degree, other parts of the world. If the Zone is going to retain or enlarge its market share in future years, it must be aware of tourist characteristics. Trend analysis (Tourism Canada, June 1983) of vacation travel by Canadians in Canada over the past seventeen years reveals the following:

- a slight increase in the number of adult Canadians taking more than a weekend vacation; from 52% in 1966 to 59% in 1982,

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* Tourism Canada, June, 1983.

- while a similar percentage increase has occurred from 1966 to 1982, fewer people have taken a vacation which involved at least a one night stay,
- approximately 70% of the travel in Canada was either by car or motorhome,
- the primary purpose of travel was to visit friends and relatives and this accounted for approximately one half of tourism travel,
- Canadians usually stayed at the homes of friends or relatives on overnight vacations,
- commercial accommodations were the second most popular place to stay overnight,
- Canadians spent only marginally more for a vacation in 1981 as compared to 1973 in constant dollars, and
- on average, there are three adults on a trip. The trip usually takes place during the prime summer months of July and August.

Although the Canadian vacation travel market was relatively stable from 1966 to 1982, some important changes did take place:

- the percentage of trips originating in any province was closely correlated with the proportion of the Canadian population residing there,
- however, Quebec tended to have a decreasing share of originating trips while British Columbia had an increasing share. This is an important factor for the Zone since British Columbia is very close to the Zone and is its single major non-resident market.
- a growing number of Canadians began to take multiple vacations during the period, and
- Canada tended to lose its share of the travel done by Canadian residents. A higher proportion of Canadians tended to travel to the U.S. and other foreign destinations. Canadians feel they receive better value-for-dollar spent in the United States. For example, even though there is a 20% to 25% exchange rate, Statistics Canada reports that in the first nine months of 1983, Canadians spent $1.479 billion more abroad than foreign visitors spent in Canada. That is 57% more than during the same period in 1982.

Although the primary purpose of travel was to visit friends and relatives, Canadians also engaged in numerous other activities while on vacation. These included shopping, sightseeing, camping, hiking, swimming, and skiing.

- Skiing

Both downhill and cross-country skiing were rapid growth activities in Canada. Albertans also have the highest portion of the population who owned downhill skis (24%). One reason may be the relatively easy access to ski areas in national parks located in Alberta.

- Recreation Equipment

There have also been changes in national trends of recreation equipment ownership since 1974. Ownership of skis was the most significant trend with about 25% of households owning cross-country skis and 17% downhill skis; a 9% and 3% increase respectively since 1974. There has also been an increase in the percentage of households with bicycles; up from 30% in 1974 to 48% in 1982. The increase in the ownership of boats and camping equipment has only slightly exceeded the growth in the number of households. On a national basis, 25% of households owned camping equipment. In Alberta, this figure was 42% and may be a reflection of better camping opportunities. It was found that camping equipment is more commonly owned by Western Canadians. These trends are significant to ski facilities in the Zone. In general, businesses can be more aggressive by making use of natural features, camping facilities, and business centres to attract this growing market.

Vacation home ownership in Canada has grown at the same rate as households. One of the most noticeable trends in recreation equipment ownership has been the decline in the number of households with snowmobiles, from 757,000 in 1980 to 699,000 households in 1982.

o General Alberta Tourist Characteristics

The 1982 Canadian Travel Survey found that a significant proportion (23%) of Albertans who travel in Alberta are in the 25 to 34 year category and are married. Approximately 55% of travellers are male and 45% female. Most of them have some secondary education and are employed in professional or technical occupations. The vast majority (93%) travel by private motor vehicle. The younger, better-educated, higher income travelling Albertans (includes business trips) would suggest a greater demand for more active, adventuresome vacations.

According to the Canadian Travel Survey, Albertans with their main destination in the Evergreen Tourism Zone had many of the same characteristics, but exhibited a few differences. A greater proportion of females travelled in the Zone (65%), and a higher proportion were married (60%). A higher proportion of the visitors (36%) were not in the labor force or were in professional, technical, or clerical positions. Evergreen Zone visitors tended to be slightly older (45-54 years is the modal age group) and a higher proportion travelled by car than the Alberta average.

The main reason for Albertan travel to the Evergreen Zone was for pleasure or to visit friends and relatives.

It is unlikely that there will be a significant increase in travel by Canadians in the immediate future. The Conference Board of Canada conducted a survey in the Second Quarter of 1983 and found that those who plan to travel in the next twelve months have not changed their intentions regarding travel within Canada and that little change can be anticipated in any region. This means that the Zone must look to better penetration of the market in competition with other destination areas as a means of increasing tourism rather than depending on over-all market growth to increase tourism. This places a higher premium on the willingness and ability of the Zone to be competitive in all aspects of tourism to achieve results.

This lack of optimism in near-term Canadian travel market is likely the continuation of a trend reflected in the 1982 user statistics for Jasper National Park. Traffic through the Park to October, 1983, has been the same as for similar periods in 1981 and 1982. Traffic would likely have been down 5% or 6% if it were not for traffic diverted through the Yellowhead Highway as a result of spring washouts on the Trans-Canada Highway. In 1983, this stability was also apparent in campground attendance. All of the motorhomes and campers were accommodated in existing campgrounds, except for two long weekends during the summer of 1983. Overflow campgrounds were not opened in 1983.

11.5 Highlights of Market Characteristics

Most of the preceding discussion on the travel market for the Zone has utilized historic data to identify the travel characteristics of visitors to the Zone and the tourism market. The Zone should be looking at how this market information will be integrated into its activities to increase the number of visitors to the Zone and their expenditures while in the area. The Zone should concentrate its activities on retention of its existing visitor clientele and encouraging it to stay longer It is also important to cultivate new markets but this can be most effective if the Zone is aware of general trends in the tourism industry.

First, it is important to realize that the Zone has certain physical and institutional characteristics, as discussed elsewhere in this study. Many of these characteristics do not have sufficient attraction for a "broad-spectrum" visitor market. However, there are market segments with demand characteristics which the Zone could effectively satisfy. The special needs of each market segment must be clearly understood and products and services should be developed which are compatible with these characteristics. The availability of these products and services should be communicated to the market segments by appropriate promotional and advertising programs in selected media. For example, there is significant flow-through traffic on Highways 16 and 43. Steps could be taken to inform visitors of Zone products and services at the boundaries of the Province. These could be directed at United States visitors at Western Canadian border crossings, British Columbia residents travelling east, and residents of provinces east of Alberta who may be travelling west or north.

Second, promotion and advertising is only part of the approach which could be utilized by the Zone. It is not only necessary to sell tourism through promotion and advertising but also to deliver the "dream" that it created through advertising. There is a significantly high incidence of repeat travel to destination areas where visitors have had a pleasant stay. Unless there is delivery on expectations, repeat visits to the Zone may be lost. Any development effort should emphasize a long-term approach to development and building repeat business. It is like any other business, if you satisfy a customer, chances are the customer may come back and perhaps tell his friends. A few years ago, one major Canadian department store had the philosophy that influencing one customer positively or negatively indirectly influenced twenty other people. The same type of philosophy could be applied to Evergreen Zone tourism.

Third, the tourist industry is largely a service business. This means it is highly dependent on the quality of its management personnel. Both management and employees must have the skill, knowledge, and dedication to provide a good experience to visitors. There are two sides to the value for money equation. Too often we indulge in price-cutting without giving sufficient attention to providing better service and value for the money. A satisfied customer is the greatest asset to an effective market share retention program.

Fourth, businesses who provide goods and services to visitors should work harder to persuade the business traveller to take a few days vacation at the end of or during a business trip. The Zone has a significant amount of flow-through traffic and tactics should be devised to encourage business, and other travellers to stop in the Zone. Promotional efforts should inform potential visitors of goods and services in the Zone. They should be informed of attractions and things to see and do. The longer they stay in the area, the greater the expenditures will be in the area rather than outside of it in locations like Edmonton or Jasper.

Fifth, there is a growing trend to shorter but more frequent vacations. This places a premium on travel time and any destination area with a large market in close proximity, has a great asset. The Zone has such a market of 500,000 to 750,000 people in close proximity which can be tapped more effectively. More promotional efforts should be directed at residents of Edmonton to encourage them to visit the Zone for a weekend or a short period to capitalize on this trend.

Finally, it is important to realize that market segmentation is growing based on the growing polarization of consumer needs. A tourist is increasingly no longer just a tourist. Different individuals and groups of tourists have different motivations and interests. Unless this is clearly understood, Zone activities will likely not be optimized and aimed at some preconceived notion of tourist wants, which may only be accurate by accident rather than design. It is very important to understand consumer characteristics, wants, and motivations so that Zone activities can be more highly directed.

The objective of Zone tourism activities should be to attract visitors to the Zone as a means of providing jobs and income to the economy of the area. This is done in a competitive environment in which the consumer will decide which competing area will give him the best value. The visitor will use himself and his dollars to "vote" for the areas he likes best. If the Zone wants to develop its tourism industry, then it must be prepared to satisfy visitor desires as the visitor sees them rather than providing products and services the local industry feels like providing.

11.6 Leisure Trends and Influences

In 1977, L.J. D'Amore & Associates Ltd. conducted a survey of "Tourism in Canada to 1986", for the Canadian Government Office of Tourism. This study identified some significant trends in the overall tourism market including the following:

- Canada's future population will be characterized by a significant upward shift in age structure, with substantial increases in the 20 to 39 and 65-and-over age groups. This means that businesses should consider providing facilities and services which cater to these significant groups rather than basic and standardized facilities that are presently in place.

- The increase in the 20 to 39 age category indicates there will be more people with greater mobility and the propensity to spend money on travelling. This suggests more active-type vacations along with higher expectations for a quality vacation.

- Specialized services and facilities such as specially designed buses, special menus, etc. for the 65-and-over group will be required. It is expected there will be greater opportunities to offer packaged tours directed at the seniors market.

- There will be shorter but more frequent tourism activities due to difficulty in co-ordinating vacations among family members and friends (mini-holidays of three and four days). The large market area of Edmonton is a major market opportunity on which the Evergreen Zone should focus its activities.

- There will be an increase in local recreation, including nature study and active sports due to pressure of sedentary work.

- Demands for more weekend vacation areas will increase.

- There will be an increase in the variety of tourism experiences.

- Demand for simple, low cost seasonal facilities will increase as younger age groups will not be willing to pay the current prices.

- Travel will be a major way in which social, cultural, and educational experiences are realized.

- Demand will increase for "family camps" and "recreational farms".

- People will increasingly take vacations to learn skills such as tennis, sailing, riding, flying, etc.

- There will be a need for more and better interpretation of park features and the social and economic history of communities to reflect increasing interest in history, both natural and cultural.

11.7 Implications for Tourism in the Evergreen Zone

- The large and consistent number of tourists visiting friends and relatives in the Zone presents an opportunity to alter existing facilities and services to ensure these visitors make additional expenditures other than just visiting and staying at the homes of friends and relatives.

- It is critical that residents of the Zone are well informed about all tourist facilities, services, attractions, and events. Knowledgeable residents who are able to provide accurate tourism information, can increase a visitor's awareness of opportunities for things to see and do in the Zone thus adding to the enjoyment of his vacation. This is especially relevant because many visitors who come to the Zone, do so to visit friends and relatives. If these friends and relatives can inform their visitors of attractions, there will be a greater tendency for visitors to stay longer or visit more frequently.

- Albertans own more skis per household than any other population group in Canada. Facilities such as Silver Summit, Lake Eden Resort, and Swiss Valley Ski Resort can capitalize on this opportunity by more aggressive target marketing. These facilities have an additional advantage, in that they are close to a large market that is taking more frequent vacations.

- The large number of travellers (including bus tours) using the Yellowhead Highway provides numerous opportunities to offer services like meals and refreshments at strategic locations along the route with the objective of extending the traveller's stay. Although this is being done, greater efforts should be made to induce flow-through visitors to stop in the Zone.

APPENDIX A - EVERGREEN TOURISM ATTRACTIONS

CATEGORIES:

A) Natural Features
B) Lakes and Reservoirs
C) Cultural and Historical Resources
D) Transportation
E) Fixed Roof Accommodation and Food & Beverage Facilities
F) Campgrounds
G) Tourism Events
H) Outdoor Recreation Facilities and Services
I) Secondary Physical Tourism Resources and Services
J) Specialized Physical Tourism Resources and Services
K) Indian Reserves
L) Geographic Cross-Reference

The following charts list all the known features of the region according to 10 categories. Each feature is identified by:

1) an access code (e.g., A001)
2) a location description by township (e.g., 53-17-W5 which means Township 53, Range 17, West of the 5th Meridian) and by proper place name
3) descriptive information which varies for each category.
4) significance of the feature (where appropriate) according to the consultant. Categories of significance are as follows:

   - National
   - Provincial
   - Regional
   - Local

The sequence of attractions in each category is listed from east to west with the exception of Category B.

Category L is a geographic index of tourism attractions developed to cross-index information in the tables by geographic location and/or subject.

CATEGORY A: NATURAL FEATURES

Code Map Ref	Location	Name of Feature	Type of Feature	Description	Significance*
A001	52-1,2&3-W5 53-1&2-W5 54-1-W5	Glory Hills	Point of Interest (Glacial Geology)	Glaciation has left a delta deposit which is hummocky and has a great number of lakes.	Regional
A002	52,53&54-7-W5	Pembina "Gorge"	Point of Interest (River Valley)	A particularly deep and narrow portion of the Pembina River Valley with some occasional bed rock exposures.	Regional
A003	55-21-W5 55-20-W5	Sundance Lake "Wild Sculpture"	Point of Interest (Eroded Rockface)	Series of sandstone escarpments eroded by wind and water. Some hoodoo forms are evident. Access is via a several kilometres long walking trail.	Regional
A004	53-22-W5	Obed Summit	Point of Interest	Highest elevation of the Yellowhead Highway.	Provincial
A005	49-27-W5	Brule Lake Dunes	Aeolian Landform	Active longitudinal dunes on west side of lake.	Regional
A006	46-24-W5	Cadomin Cave	Cave	An extensive series of underground caverns with chambers. Potentially hazardous for the inexperienced. Trail to mouth is not well defined.	Provincial

* The level of significance is based on the rarity of occurrence.

CATEGORY A: NATURAL FEATURES

Code Map Ref	Location	Name of Feature	Type of Feature	Description	Significance
A007	49-24-W5	Gregg River Pit Face	Point of Interest (Geology)	The shear face of an open pit mine displays coal seams imbedded in other formations.	Regional
A008	50-27-W5	Ogre Canyon	Waterfall	A waterfall has eroded giant bowls and swirls into the bedrock.	Regional
A009	46-24-W5	Whitehorse Falls	Waterfall	Accessible by hiking trail only.	Regional
A010	Various	Springs	Springs	Over 30 locations are identified in the "Springs of Alberta" in the Evergreen Zone. The most significant ones are shown on Map 4.	Local-Regional
A011	Bisects Zone	Continental Divide	Topographic Feature	Height of land which separates the Nelson River System emptying into the Hudson Bay and the Mackenzie River System which flows into the Arctic Ocean.	Provincial
A012	Secondary Study Area	Willmore Wilderness Park	Wildlife Sanctuary & Wilderness Park	Very large wilderness mountain park where motorized recreation is prohibited.	Provincial

CATEGORY B: LAKES AND RESERVOIRS

Information and criteria on which this chart is based are as follows:

- Road Access - review of 1:250,000 Alberta Bureau of Surveying and Mapping Access Series.
  - Good = mostly paved, not too far from major routes
  - Fair = gravel roads
  - Poor = long gravel roads and/or unimproved road access
  - Nil = walk in or ATV trails
- Existing Use - various sources (see Categories F, H, I, J)
- Sport Fishing - ratings by Fisheries Biologists and a publication Characteristics of the Lakes and Ponds Within the Edmonton Area (Rhude, 1979)
- Stocked Lake - based on Fish Planting List (AENR) for 1982
- Key Ungulate Habitat - lakes with major portion of shoreland which are identified as Key Ungulate Habitat in 1:250,000 Key Wildlife Map Series (AENR)
- Key Waterfowl Habitat - based on Key Wildlife Map Series (AENR)
- Use - intended as a preliminary indication of lakes which may be given further consideration for recreational development, subject to the carrying capacity of the lake, sustained yield for sport fish, and shoreline suitability. For the Counties of Parkland and Lac Ste. Anne, evaluation of use was largely based on Regional Lakes Perspective (Edmonton Regional Planning Commission, 1974). In ID 14, evaluations were based on a combination of factors including size, access, proximity, fisheries potential, habitat, and existing use.
- Significance - based on Regional Lakes Perspective (ERPC, 1974) for Counties of Lac Ste. Anne and Parkland. For ID 14, the assessment is based on proximity to travelled routes, size and fisheries potential of lake, and interest/development by municipal and/or provincial agencies.

CATEGORY B: LAKES AND RESERVOIRS

LEGEND

Road Access	Sport Fish
G = Good	H = Heavy
F = Fair	M = Moderate
P = Poor	L = Light
N = Nil	N = Nil

			EXISTING DEVELOPMENT						FISH & WILDLIFE				USES		
CODE	LOCATION	NAME	Road Access	Prov. Park	Prov. Rec. Area	Mun. Rec. Area	Cottage Sudiv.	Private Resort	Sport Fishing	Stocked Lake	Key Ungulate Habitat	Key Waterfowl Habitat	Potential for Development	Conservation	SIGNIFICANCE
	COUNTY OF LAC STE. ANNE														
B.001	54-5-W5	Arnault	P								–	–		O	Local
B.002	55-5-W5	Arthur	P								–	O		O	Local
B.003	55-4-W5	Birch	G						L			–	O		Local
B.004	56-6-W5	Brock	G								–	O		O	Local
B.005	56-1-W5	Dechaine	F										O		Local
B.006	54-6-W5	Duhamel	N											O	Local
B.007	56-6-W5	Hope	P										O		Local
B.008	56-5-W5	Ice	P										O		Local
B.009	53&54-5&6-W5	Isle	G				O				–	O	O		Regional
B.010	56-2-W5	Kakina	F						M				O		Local
B.011	57-3-W5	Lac La Nonne	G				O	O	M		–	O	O		Provincial
B.012	54&55-3&4-W5	Lac Ste. Anne	G				O	O	M		–	O		O	Regional
B.013	55-5-W5	Lessard	G			O			M					O	Local
B.014	54-5-W5	Lily	N						N				O		Local
B.015	55-5-W5	Little Island	F								–	O	O		Local
B.016	57-3-W5	Majeau	G						N		–	O	O		Local
B.017	54-1-W5	Matchayaw	F						M					O	Regional
B.018	55-7-W5	Michaud	F										O		Local
B.019	56-2-W5	Nakamun	F				O		N				O		Regional
B.020	56-4-W5	Oldman	G						N				O		Local
B.021	56-8&9-W5	Paddle R. Res.	G								–	–	O		Regional
B.022	58-6-W5	Parting												O	Local
B.023	55-6-W5	Prefontaine	F											O	Local

		Romeo	F		O							O	Local
B.025	55-5-W5	Scott	P									O	Local
B.026	55-5-W5	Toad	F						-	O		O	Local
B.027	55-4-W5	Corner	P									O	Local
B.028	55-6-W5	Ethel	F									O	Local
B.029	56-6-W5	Kelly	P								O		Local
B.030	59-8-W5	Mud										O	Local
B.031	55-3-W5	No Outlet	F				N					O	Local
B.032	55-3-W5	St. Thomas	F									O	Local
B.033	56-2-W5	Tamarack	G										Local
	COUNTY OF PARKLAND												
B.034	54-1-W5	Bell*	G						O	-	O		Local
B.035	54-1-W5	Cameron	G				N		O	O	O		Regional
B.036	52-2-W5	Cottage*	G				M		-	-	O		Regional
B.037	54-6-W5	Dussault	P						-	-			Regional
B.038	53-2-W5	Eden*	G			O	F	O	-	-	O		Regional
B.039	53-1-W5	Gerharts*	G						-	-	O		Regional
B.040	53-1-W5	Glory*	G						-	-	O		Regional
B.041	52-2-W5	Hasse*	G	O			M-H	O	-	-		O	Regional
B.042	52-7-W5	Hoople	F						-	-	O		Regional
B.043	53-1-W5	Hubbles*	G			O	L-M		-	-	O		Regional
B.044	52-2-W5	Jackfish*	G				M-H		-	O	O		Regional
B.045	52-2-W5	Johnnys*	G				N		-	-	O		Regional
B.046	53-1-W5	Kettle*	G						-	-	O		Regional
B.047	50-5-W5	Kitto	F						-	-	O		Regional
B.048	52-2-W5	Mayatan*	G				L		-	O	O		Regional

* Located in the Glory Hills

CATEGORY B: LAKES AND RESERVOIRS

LEGEND

Road Access
G = Good
F = Fair
P = Poor
N = Nil

Sport Fish
H = Heavy
M = Moderate
L = Light
N = Nil

			EXISTING DEVELOPMENT						FISH & WILDLIFE				USES		
CODE	LOCATION	NAME	Road Access	Prov. Park	Prov. Rec. Area	Mun. Rec. Area	Cottage Subdiv.	Private Resort	Sport Fishing	Stocked Lake	Key Ungulate Habitat	Key Waterfowl Habitat	Potential for Development	Conservation	SIGNIFICANCE
	COUNTY OF PARKLAND (CONT'D)														
B.049	52-1-W5	Mere*	F					O	L-M		-	-	O		Regional
B.050	52-2-W5	Mink*	G						M-H		-	-		O	Regional
B.051	51-7-W5	Moon	F								-	-		O	Regional
B.052	53-1-W5	Round	F								-	-		O	Regional
B.053	53-1-W5	Soldan*	G						L		-	-	O		Regional
B.054	52-1-W5	Spring*	G				O	O		O	-	-	O		Regional
B.055	52-2-W5	Star	G						M-H	O	-	-	O		Regional
B.056	52&53-4&5-W5	Wabamum	G	O			O	O	M		-	O	O		Provincial
B.057	53-4-W5	Whitewood	G						N		-	-	O		Regional
	IMPROVEMENT DISTRICT #14														
B.060	52-19-W5	Annebel	P								-	-	O		Regional
B.061	52-26-W5	Blue	G	O					L		-	-	Prov.Park		Provincial
B.062	46&47-11& 12-W5 45-10-W5	Brazeau Res. & Canal	F		O						O	-	O		Regional
B.063	49&50-27-W5	Brule	F								O		O		Regional
B.064	52-26-W5	Cache	G	O					M		-	-	Prov.Park		Provincial
B.065	53&54-10& 11-W5	Chip	G			O			M	O	O	O	O		Regional
B.066	51-12-W5	Eta	N								-	-		O	Local
B.067	55-21-W5	Emerson	F		O				L	O	-	-	O		Local

B.069	46-18-W5	Fairfax	F		O		M	O	-	-	O		Local
B.070	51-19-W5	Fickle	G		O		M		-	-	O		Regional
B.071	52-26-W5	Graveyard	F	O			L		-	-	Prov.Park		Provincial
B.072	52-26-W5	Gregg	G	O			L		-	-	Prov.Park		Provincial
B.073	52-26-W5	Jarvis	G	O			M		O	-	Prov.Park		Provincial
B.074	48-24-W5	Mary Greg Lake	P				M	O	-	-	O		Local
B.075	45-18-W5	Meadows	N						-	-		O	Local
B.076	53-20-W5	Millers	G				M	O	-	-	O		Regional
B.077	50-14-W5	Minnow	F				L	O	-	-	O		Local
B.078	46-19-W5	Moose	N				L		-	-		O	Local
B.079	45-20-W5	Muskiki	F				L	O	-	-		O	Local
B.080	53-22-W5	Obed	G		O		L	O	-	-	O		Regional
B.081	52-19-W5	Octupus	P						-	-			Local
B.082	51-26-W5	Peppers	P						O	-	O		Local
B.083	57-4-W6	Pierre Greys	G		O		M	O	O	-	O		Regional
B.084	55-15-W5	Pioneer Lakes	F			O	L	O	O	-	Proposed Prov.Park		Provincial
B.085	52-2-W6	Rock	F		O		M		O	-	O		Provincial
B.086	53-15-W5	Sang (Surprise)	F			O	L	O	-	-	O		Regional
B.087	56-14-W5	Shinningbank	F			O	M		-	O	O		Regional
B.088	50-9-W5	Sinkhole	P				L		-	-		O	Local
B.089	53-20-W5	Sucker	N						-	-		O	Local
B.090	55-21&22-W5	Sundance	N				L		O	-	O		Local
B.091	55-12-W5	Sunset	F						-	-	O		Local
B.092	45-19-W5	Thunder	F						O	-	O		Local
B.093	49-26-W5	Wildhorse	G		O		M	O	O	-	O		Regional
B.094	49-15-W5	Wolf	F		O		M		-	-	O		Regional
B.095	48-12-W5	Zeta	N						-	-		O	Local

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* located in the Glory Hills

CATEGORY C: CULTURAL AND HISTORICAL RESOURCES

For the purposes of this study the cultural and historical resources inventoried are divided into six categories:

1. Palaeontological
2. Prehistorical
3. Historical
4. Industrial
5. Museums
6. Archives

The resources were analyzed and classified according to their inherent value, or significance, at a national, provincial, regional, or local level. This initial assessment of resource capability is based on the following criteria:

Level of Significance	Criteria
o National	- had, or continues to have a role in the development of Canada's prehistory or history - is designated, or is recognized as being important by a federal agency responsible for cultural/historical resources
o Provincial	- had, or continues to have a role in the development of Alberta's prehistory or history - is designated, or is recognized as being important by Alberta Culture
o Regional	- had, or continues to have a role in the development of regional prehistory or history within the Evergreen Tourism Zone - is recognized as an important resource by a number of communities or historical societies
o Local	- had, or continues to have a role in the development of local prehistory or history within the Evergreen Tourism Zone - is recognized as an important resource by a community or historical society

This assessment provides one criterion in determining tourism opportunities, potential markets, and tourism development units described in the body of this report.

Resources with a Map Reference letter and number (e.g., H2) appear on Map 5. The four digit code (e.g., C021) is used for cross-referencing all resources (Appendix A - Category L).

CATEGORY C: CULTURAL AND HISTORICAL RESOURCES

Code Map Ref.	Location	Name of Feature	Type of Feature	Description	Significance
C001	Central Zone 7 (48/59-19/27-W5)	Athabasca - Clearwater Rivers	Historic Resource	Part of the river route used by MacKenzie, Franklin, Thompson, Pond; linked York Factory to Pacific Coast.	National
C002	Central/Western Zone	Thompson Route to Athabasca Pass	Historic Resource	Part of the route taken by David Thompson 1812; Rocky Mtn. House, Chip Lake, Yellowhead Route, Miette/ Athabasca Rivers, Whirlpool River, Athabasca Pass. Allowed transportation of furs between Western Canada and the Pacific Coast.	National
C003	Edmonton to Jasper	Grand Trunk Pacific Railway	Historic Resource	Parallels Yellowhead Hwy. from Edmonton to Jasper; originally planned for CPR route. Opened the Evergreen Zone for settlement; transported natural resources for local economy. Became part of Canadian National Railway 1916.	National

CATEGORY C: CULTURAL AND HISTORICAL RESOURCES

Code Map Ref	Location	Name of Feature	Type of Feature	Description	Significance
C004	Edmonton to Jasper	Canadian Northern Railway	Historic Resource	Competitor of GTP Railway, followed basically the same route through Evergreen Zone. Became part of Canadian National Railway 1916.	Provincial
C005	Edmonton to Jasper	Jasper/Foley Trail	Historic Resource	Replaced original river route with an overland route linking Ft. Edmonton to Rocky Mountain fur trade posts.	National
C006	Portage la Prairie to Pacific Coast	Yellowhead Hwy.	Historic Resource	Roughly follows old fur trade route through Evergreen Zone; major trans-Canada Hwy. opened 1970. Route with the lowest elevation of Alberta's 3 major mountain passes and shortest travelling time (Winnipeg to Vancouver).	National
C007 (P1)	Cadomin Area	Fossilized Plants/ Dinosaur Bones	Palaeontological Resource	Under study by U. of A. Dept. of Zoology; no detailed information available.	Provincial
C008 (H1)	52-26-W5 Adjacent to William A. Switzer Prov. Park	Chipewyan Ceremonial Site - Sun Dance Site Graveyard	Historic Resource	Site used in religious ceremony of thanksgiving; thought to be an adaptation of Cree Culture. Site includes teepee structures and sweatlodges.	Provincial

CATEGORY C: CULTURAL AND HISTORICAL RESOURCES

Code Map Ref	Location	Name of Feature	Type of Feature	Description	Significance
C009 (R1)	51-4&5-W5 Low Water Lake	Camp Site	Prehistoric Resource	Some native artifacts are documented; possibly a buffalo kill site. Requires further research by Alberta Culture.	Regional
C010 (H2)	57-2-W5 Lac la Nonne	St. Peter's Church	Registered Prov. Historic Resource	18' x 36' frame church built 1911; served as an Anglican country mission under Edmonton District.	Regional
C011	East Zone 7	Lac Ste.Anne Trail	Historic Resource	First leg of the Jasper Trail from Edmonton to Jasper; pack trail was upgraded to a cart road to serve the mission and Fort Assiniboine.	Provincial
C012 (H3)	54-3-W5 Lac Ste.Anne	Lac Ste. Anne Mission	Historic Resource	A small chapel and cairn mark the Catholic mission site of the 1840's; part of one log building remains. Site of an annual pilgrimage since 1889.	Provincial
C013 (H4)	50-5-W5 Berrymoor	Berrymoor Ferry	Historic Resource	The ferry was replaced this year (1983) by a bridge. It was one of Alberta's last operating ferries. The site could be developed as a point of interest.	Provincial

CATEGORY C: CULTURAL AND HISTORICAL RESOURCES

Code Map Ref	Location	Name of Feature	Type of Feature	Description	Significance
C014 (H5)	54-15-W5 Rosevear	Rosevear Ferry	Historic Resource	One of 7 ferries remaining in operation in Alberta; has operated on the McLeod River since early 1900's.	Provincial
C015	Central Zone 7	Edson - Grande Prairie Trail	Historic Resource	Built 1909-11 to offer a shorter route into the Peace River Region; replaced by the Edmonton-Dunvegan - B.C. Railway in 1916.	Provincial
C016 (H6)	57-4-W6 East of Grande Cache	Pierre Greys Lakes	Historic Resource	Remains of a log cabin circa 1890. Pierre Grey operated a fur trading post here for 7 years; area also contains 2 grave sites.	Regional
C017 (H7)	45/49-18/25-W5	Coal Branch	Historic Resource	Area south of Hinton that was a prosperous coal supply centre from early 1900 to the 1950's. When other forms of fuel replaced coal, miners left the area; most communities are now ghost towns.	Provincial
C018 (H8)	49/50-26/27-W5	Brule/Pocahontas/ Entrance	Historic Resource	Settlement areas since the days of the fur trade and early railway development. Trappers and trail guides populated the area until the railway brought the first ranchers to the Rocky Mountains.	Regional

CATEGORY C: CULTURAL AND HISTORICAL RESOURCES

Code Map Ref	Location	Name of Feature	Type of Feature	Description	Significance
C019 (H9)	52-26-W5 William A. Switzer Prov. Park	Beaver Ranches	Historic Resource	Concrete ruins mark the site of a beaver ranching operation east of Graveyard Lake. Raising beavers for pelts was attempted in 1946 and in 1949; both businesses failed.	Regional
C020	45/46-18/23-W5	Forestry Trunk Road	Historic Resource	Scenic route that extends north-south along the east slopes of the Rocky Mountains.	Regional
C021 (H10)	54-24-W5 South of Hinton	Gregg Cabin	Historic Resource	Built in 1910; used by the Dominion Forestry Service. Currently maintained by Hinton Forestry School; staging area for St. Regis self-guiding trail.	Regional
C022 (P2)	54-15-W5 Rosevear	Fossilized Tree Stumps	Palaeontological Resource.	Petrified tree stumps are visible in the river at the Rosevear Ferry Crossing.	Regional
C023 (P3)	51-2-W5 South of Duffield	Duffield Bison Site	Palaeontological Resource	Bones of various bison subspecies were found in a fossil site on the north bank of the North Saskatchewan River. Skulls are preserved in provincial and private collections.	Regional

CATEGORY C: CULTURAL AND HISTORICAL RESOURCES

Code Map Ref	Location	Name of Feature	Type of Feature	Description	Significance
C024 H11)	57-7-W5 Sangudo	Rochfort Bridge	Historic Resource	Once the longest wooden tressel in North America.	Regional
C025	East Zone 7	Hills of Hope Driving Tour	Historic Resource (Contemporary Tour)	An auto route that begins at Manly and includes Wabamun, Fallis, Seba Beach, Carvel and Keephills. Several interesting buildings are described in a self-guiding brochure.	Regional
C026	52-26-W4 Stony Plain	Walking Tour of Stony Plain	Historic Resource (Contemporary Tour)	Self guided walking tour that includes buildings of interest.	Local
C027 (H12)	53-17-W5 Edson	Old Brick School	Historic Resource	Large brick structure currently used by Yellowhead School District; may become an extension of the Galloway Museum.	Local
C028 (H13)	52-27-W4 Stony Plain	Caboose	Historic Resource	Railway caboose built in Nova Scotia 1924; currently used as a tourist information centre.	Local
C029 (H14)	52-26-W5 Jarvis Lake	Jarvis Lake RCAF Survival School	Historic Resource	Used by Canadian Forces for survival training since 1955.	Local
C030 (H15)	46-23-W5 Coal Branch	Mountain Park Cemetery	Historic Resource	Small fenced area with wooden grave markers indicates the location of the deserted village of Mountain Park.	Local

CATEGORY C: CULTURAL AND HISTORICAL RESOURCES

Code Map Ref	Location	Name of Feature	Type of Feature	Description	Significance
C031 (H16)	50-27-W5 Brule	Prisoner of War Camp	Historic Resource	German POW's were employed in the lumber industry around Brule in 1944.	
C032 (H17)	53-5-W5 Rexboro	St. Aidan and St. Hilda Anglican Church	Registered Prov. Historic Resource	Church and small cemetery circa 1910; declared a Designated Historic Site in 1977.	Regional
C033 (I1)	53-26-W4 West of Edmonton	Moss-Tex Peat Industry	Industrial Resource	No longer in operation.	Local
C034 (I2)	52/53-4/5-W5 Lake Wabamun	Ice Industry	Industrial Resource	Ice cut from Lake Wabamun cooled railway "refrigeration" cars. No longer in operation.	Local
C035 (I3)	52/53-4/5-W5 Lake Wabamun	Trans-Alta Utilities Generation Stations	Industrial Resource	Wabamun and Sundance Plants offer tours of coal fuelled steam generating process.	Provincial
C036 (I4)	51-3-W5 Keephills	Keephills Generating Station	Industrial Resource	New coal fired plant will be on line in 1983-84; 6 miles S.E. of Sundance Plant.	Provincial
C037 (I5)	Wabamun Area	Highvale Coal Mine	Industrial Resource	Will be Canada's largest coal mine by the mid-1980's	National

CATEGORY C: CULTURAL AND HISTORICAL RESOURCES

Code Map Ref	Location	Name of Feature	Type of Feature	Description	Significance
C038 (I6)	Drayton Valley Area	Pembina Oil Field	Industrial Resource	Discovered in 1953; called "Oil Capital of the World".	National
C039 (I7)	Edson	Pelican Spruce Plywood Plant	Industrial Resource	Tours available on request.	Local
C040 (I8)	46-11-W5	Brazeau Dam and Power House	Industrial Resource	Controls N. Saskatchewan, Elk, and Brazeau Rivers; generating capacity is 600,000 kw. Tours are offered.	Provincial
C041 (I9)	53-20-W5 Marlboro	Marlboro Cement Plant	Industrial Resource	A smoke stack and foundation ruins mark the site of an old cement plant.	Local
C042 (I10)	Hinton Area	Natural Gas Plants	Industrial Resource	Extensive natural gas resources are tapped by several plants south of Hinton, Edson, Robb.	Provincial
C043 (I11)	Hinton Area	St. Regis Pulp and Paper Ltd.	Industrial Resource	One of Alberta's major pulp processing plants. Trails, brochures, and tours of a greenhouse are available.	Provincial
C044 (I12)	Hinton Area	North Western Pulp and Paper Ltd.	Industrial Resource	Pulp and paper industry that has operated in Hinton since 1957. A sawmill was built in 1971.	Provincial

CATEGORY C: CULTURAL AND HISTORICAL RESOURCES

Code Map Ref	Location	Name of Feature	Type of Feature	Description	Significance
C045 (I13)	46-23-W5 Cadomin	Inland Cement Plant	Industrial Resource	Major cement producer; materials for production are available locally.	Regional
C046 (I14)	Coal Branch Area	Coal Mines	Industrial Resource	Several large and small coal mines are still active in the Coal Branch. Cardinal River Coals Ltd. has managed a major operation in Luscar since 1969.	Provincial
C047 (M1) (A1)	52-26-W4 Stony Plain	Multicultural Heritage Centre	Museum/Archives	The Old Regional High School now houses displays, archives, and special programing areas. Site includes Settler's cabin, homesteader's kitchen, art gallery and craft store. Open: year round; 10-4 daily Admission: free Information: 963-2660	Regional
C048 (M2)	54-3-W5 Alberta Beach	Alberta Beach Museum	Museum	Private museum that displays Indian artifacts, geological specimens, and antiques. Open: May - November Admission: donation Information: 924-3181	Local

CATEGORY C: CULTURAL AND HISTORICAL RESOURCES

Code Map Ref	Location	Name of Feature	Type of Feature	Description	Significance
C049 (M3)	56-7-W5 West of Sangudo	Lac Ste.Anne & District Historical Society Pioneer Museum	Museum	Displays include pioneer household items, photos of pioneer activities, farm equipment and tools. Open: Weekends May-June, 10-5 July - August Admission: donation Information: 785-2501	Local
C050 (M4)	53-6-W5 Seba Beach	All Saints Heritage Place	Museum	Located in All Saints Church, displays include pioneer implements, sailing, and fishing exhibits. Handicrafts are sold in a heritage general store. Open: May-June weekends, June-Sept., Wed-Sun., 12-4. Admission: donation Information: 420-6704	Local
C051 (M5)	53-7-W5 Evansburg	Pembina Lobstick Historical Museum	Museum	Displays are based on local artifacts circa 1906. Open: by appointment Admission: free Information: 727-4387	Local
C052 (M6)	53-17-W5 Centennial Park, Edson	Galloway Station	Museum	New museum under development. Displays will be based on Grand Trunk Pacific and Canadian Northern Railway exhibit. Mining and Forestry exhibits may be housed in the Old Brick School. Open: when staff available. Admission: Free Information: 723-3718.	Local

CATEGORY C: CULTURAL AND HISTORICAL RESOURCES

Code Map Ref	Location	Name of Feature	Type of Feature	Description	Significance
C053 (M7)	51-25-W5 Hinton Forest Technology School	Alberta Forestry Museum	Museum	Displays show equipment and history of the forest industry. Site includes Moberly Ranger Station and 26'x 40' museum building. Open: year round 8-12; 1-4:30 Monday-Friday Admission: Free Information: 865-3361	Regional
C054 (A2)	53-17-W5 Edson	Edson Public Library	Archives	A local archives is located in the Edson Public Library. Information: 723-6691	Regional

CATEGORY D: TRANSPORTATION

The following table has been presented to illustrate highway access, and other modes of transportation to communities within the Evergreen Zone. In addition, surface travel facilities such as service stations and public/private sewage disposal stations (for travel trailers and RV units) have been included.

Highway access chosen was based upon the most probable route (the shortest route possible with the best road conditions). The table highlights the significance of Highway No. 16 as the major route accessing and influencing all parts of the Evergreen Zone.

Air strips include municipal airports to private air strips (excluding Alberta Forest Service air strips). Information for this category was obtained through the interview process.

Passenger rail and bus schedules were consulted for the availability of services in each community.

Service station locations were identified in the field inventory. Sewage disposal locations were taken from the Alberta Accommodation Guide (Travel Alberta, 1983) supplemented with primary research.

CATEGORY D: TRANSPORTATION

Key	Location	Highway Access	Air Strip	Passenger Rail	Bus	Service Station	Sewage Disposal
D001	Seba Beach 53-5-W5	Off Hwy. #16 W and South on Hwy. #759			O	O	O
D002	Tomahawk 51-6-W5	Off Hwy. #16 W and South on Hwy. #759				O	
D003	Rocky Rapids 50-7-W5	Off Hwy. #16 W and South off Hwy. #22					
D004	Violet Grove 1-8-W5	Off Hwy. #16 W and South on Hwy. #22 & South on Hwy. #620			O	O	
D005	Cynthia 50-10-W5	Off Hwy. #16 W and South on Hwy. #22, West on Hwy. 621				O	
D006	Lodgepole 47-9-W5	Off Hwy. #16 W and south on Hwy. #22, South on Hwy. 620			O	O	
D007	MacKay 54-11-W5	Off Hwy. #16 W and North on Hwy. #751					
D008	Peers 54-14-W5	Off Hwy. #16 W and North on Hwy. #32			O	O	
D009	Robb 49-21-W5	Off Hwy. #16 W and South on Hwy. #47 or South on Hwy.40				O	
D010	Cadomin 47-23-W5	Off Hwy. #16 W and South on Hwy. #40 or South on Hwy. 47 and Hwy. 40				O	

CATEGORY D: TRANSPORTATION

Key	Location	Highway Access	Air Strip	Passenger Rail	Bus	Service Station	Sewage Disposal
D011	Evansburg 53-7-W5	Off Hwy. #16 W and North on Hwy. #22		VIA Rail	○	○	
D012	Drayton Valley 49-7-W5	Off Hwy. #16 W and South on Hwy. #22	Drayton Valley Airport		○	○	○
D013	Spruce Grove 53-27-W4	On Hwy. 16 W	Edm.Int., Edm.Mun., Villeneuve Mun.	VIA Rail From Edm.	○	○	
D014	Stony Plain	On Hwy. 16 W	Edm.Int., Edm.Mun., Villeneuve Mun.	VIA Rail From Edm.	○	○	○
D015	Edmonton Beach	South off Hwy. 16 W	Edm.Int., Edm.Mun., Villeneuve Mun.				
D016	Beach Corner 52-1-W5	On Hwy. 16 W	Edm.Int., Edm.Mun., Villeneuve Mun.			○	
D017	Carvel 53-2-W5	South off Hwy. 16 W and South on Hwy. 770				○	
D018	Highvale 51-4-W5	South off Hwy. 16 W and South on Hwy. 770 and West on Hwy. 627					

CATEGORY D: TRANSPORTATION

Key	Location	Highway Access	Air Strip	Passenger Rail	Bus	Service Station	Sewage Disposal
D019	Duffield 52-3-W5	South off Hwy. 16 W			o	o	
D020	Kapasiwin 53-4-W5	South off Hwy. 16 W					
D021	Wabamun 53-4-W5	Hwy. 16W			o	o	o
D022	Fallis 53-5-W5	Hwy. 16W			o		
D023	Gainford 53-6-W5	On Hwy. 16 W			o	o	
D024	Entwistle 53-7-W5	On Hwy. 16 W			o	o	
D025	Wildwood 53-9-W5	On Hwy. 16 W			o	o	
D026	Granada 53-10-W5	On Hwy. 16 W					
D027	Nojack 53-11-W5	On Hwy. 16 W			o	o	

CATEGORY D: TRANSPORTATION

Key	Location	Highway Access	Air Strip	Passenger Rail	Bus	Service Station	Sewage Disposal
D028	Niton Junction 53-12-W5	On Hwy. 16 W			O	O	
D029	Carrot Creek 53-13-W5	On Hwy. 16 W				O	
D030	Edson 53-17-W5	On Hwy. 16 W	Edson Airport	VIA Rail	O	O	O
D031	Marlboro 53-19-W5	On Hwy. 16 W			O		
D032	Obed 53-22-W5	On Hwy. 16 W			O		
D033	Hinton 51-25-W5	On Hwy. 16 W	Hinton-Jasper Airport	VIA Rail	O	O	O
D034	Entrance 51-26-W5	Off Hwy. 16 W and NW on Hwy. 40					
D035	Brule 50-27W5	Off Hwy. 16 W and Off Hwy. 40 N					

CATEGORY D: TRANSPORTATION

Key	Location	Highway Access	Air Strip	Passenger Rail	Bus	Service Station	Sewage Disposal
D036	Muskeg River 57-5-W6	Off Hwy. 16 W and NW on Hwy. 40					
D037	Grande Cache 56-8-W6	Off Hwy. 16 W and NW on Hwy. 40	Grande Cache Airport		○	○	○
D038	Alberta Beach 54-3-W5	Off Hwy. 16 W and Off Hwy. 43 N				○	○
D039	Onoway 54-2-W5	Off Hwy. 16 W and Off Hwy. 43 N			○	○	
D040	Gunn 55-3-W5	Off Hwy. 16 W and On Hwy. 43 NW			○	○	
D041	Glenevis 55-4-W55	Off Hwy. 16 W and On Hwy. 43 NW			○	○	
D042	Cherhill 56-5-W5	Off Hwy. 16 W and On Hwy. 43 NW			○		
D043	Lisburn 56-6-W5	Off Hwy. 16 W and On Hwy. 43 NW					
D044	Sangudo 56-7-W5	Off Hwy. 16 W and NW On Hwy. 43			○	○	

CATEGORY D: TRANSPORTATION

Key	Location	Highway Access	Air Strip	Passenger Rail	Bus	Service Station	Sewage Disposal
D045	Rochfort Bridge 57-7-W5	Off Hwy. 16 W and Off Hwy. 43 NW			o		
D046	Mayerthorpe 57-8-W5	Off Hwy. 16 W and NW on Hwy. 43	Mayerthorpe Airport		o	o	
D047	Green Court	Off Hwy. 16 W and NW on Hwy. 43					
D048	Rich Valley 56-3-W5	Off Hwy. 16 W and NW on Hwy. 43 & N on Hwy. 33					
D049	Lac La Nonne 57-3-W5	Off Hwy. 16 W and NW on Hwy. 43 & N off Hwy. 33					
D050	Darwell 54-5-W5	Off Hwy. 16 W and N on Hwy. 765					
D051	West Cove 54-4-W5	Off Hwy. 16 W and N on Hwy. 765 & off Hwy. 633 E					
D052	Lac Ste. Anne 54-4-W5	Off Hwy. 16 W and N on Hwy. 43					

CATEGORY E: FIXED ROOF ACCOMMODATION AND FOOD & BEVERAGE FACILITIES

The following charts identify the fixed roof accommodation and food, beverage and other services available in all the communities in the Zone. The charts are designed to indicate what services are available as part of the fixed roof accommodation as well as displaying the services available independent of fixed roof accommodation. The independent services for restaurants/ take-out establishments and retail food outlets are indicated directly below those services available through fixed roof accommodation, and are designated by the symbol "I".

CATEGORY E: FIXED ROOF ACCOMMODATION AND FOOD & BEVERAGE FACILITIES

Key	Location	Accommodation Hotel/Motel (approved)	No. of Rooms	Meeting & Convention Facilities	FOOD & BEVERAGE				OTHER SERVICES AND FACILITIES
					Rest.	Lic.Din.	Lounge/ Tavern	Retail Food Outlets	
E001	Spruce Grove 53-27-W4	2	109	O	O I	O I	O	I	Gift Shop at Grove Motor Inn
E002	Stony Plain 52-1-W5	2	64	O	O I	O	O	I	
E003	Beach Corner 52-1-W5				I			I	
E004	Wabamun 53-4-W5	1	10		O		O	I	
E005	Fallis 53-5-W5				I			I	
E006	Gainford 53-6-W5	1	23		O		O	I	
E007	Entwistle 53-7-W5	3	67		O	O	O	I	
E008	Wildwood 53-9-W5				I			I	
E009	Niton Junc. 53-12-W5	1	16		O			I	
E010	Edson 53-17-W5	15	510	O	O I	O	O	I	-Laundromat and Swimming pool (indoor) At Blackgold Inn -Laundromat at Cedar Motel

CATEGORY E: FIXED ROOF ACCOMMODATION AND FOOD & BEVERAGE FACILITIES

Key	Location	Accommodation Hotel/Motel (approved)	No. of Rooms	Meeting & Convention Facilities	FOOD & BEVERAGE				OTHER SERVICES AND FACILITIES
					Rest.	Lic.Din.	Lounge/ Tavern	Retail Food Outlets	
E011	Hinton 51-25-W5	11	456	O	O I	O	O	I	- Sauna & Outdoor Pool at Hinton Green Tree Travel Lodge - Pool and Sauna at Inn West - Indoor Pool and Sauna at Twin Pine Motor Inn - Horses, Games Room, Hiking and X-Country Trails and Outdoor Pool at Overlander Motor Lodge
E012	Carvel 53-2-W5							I	
E013	Alberta Beach 54-3-W5							I	
E014	Onoway 54-2-W5	1	20		O	O		I	
E015	Gunn 55-3-W5							I	
E016	Glenevis 55-4-W55								
E017	Cherhill 56-5-W5								

CATEGORY E: FIXED ROOF ACCOMMODATION AND FOOD & BEVERAGE FACILITIES

Key	Location	Accommodation Hotel/Motel (approved)	No. of Rooms	Meeting & Convention Facilities	FOOD & BEVERAGE				OTHER SERVICES AND FACILITIES
					Rest.	Lic.Din.	Lounge/ Tavern	Retail Food Outlets	
E018	Lisburn 56-6-W5								
E019	Sangudo 56-7-W5	1	15		I			I	
E020	Rochfort Bridge 57-7-W5								
E021	Mayerthorpe 57-8-W5	2	51		O I	O	O	I	
E022	Green Court 58-9-W5								
E023	Rich Valley 56-3-W5								
E024	Lac La Nonne 57-3-W5								
E025	Darwell 54-5-W5							I	
E026	Westcove 54-4-W5								
E027	Highvale 51-4-W5								
E028	Lake Isle 54-5-W5							I	

CATEGORY E: FIXED ROOF ACCOMMODATION AND FOOD & BEVERAGE FACILITIES

Key	Location	Accommodation Hotel/Motel (approved)	No. of Rooms	Meeting & Convention Facilities	FOOD & BEVERAGE				OTHER SERVICES AND FACILITIES
					Rest.	Lic.Din.	Lounge/ Tavern	Retail Food Outlets	
E029	Seba Beach 53-5-W5							I	
E030	Tomahawk 51-6-W5				I				
E031	Rocky Rapids 50-7-W5								
E032	Drayton Valley 49-7-W5	8	353	O	O I	O	O	I	Laundromat, sauna and whirlpool at Blackgold Inn; Sauna and indoor pool at Ceasars Inn
E033	Violet Grove 48-8-W5				I				
E034	Lodgepole 47-9-W5	1	17		O		O	I	
E035	Evansburg 53-7-W5	1	15		O		O		
E036	Cynthia 50-10-W5				I			I	
E037	Mackay 54-11-W5								
E038	Peers 54-14-W5				I			I	

CATEGORY E: FIXED ROOF ACCOMMODATION AND FOOD & BEVERAGE FACILITIES

Key	Location	Accommodation Hotel/Motel (approved)	No. of Rooms	Meeting & Convention Facilities	FOOD & BEVERAGE				OTHER SERVICES AND FACILITIES
					Rest.	Lic.Din.	Lounge/ Tavern	Retail Food Outlets	
E039	Haddock								
E040	Robb 49-21-W5				I			I	
E041	Cadomin 47-23-W5							I	
E042	Brule 50-27-W5							I	
E043	Grande Cache 56-8-W6	5	220	O	O I	O	O	I	- Sauna at Mountain Motel - Guest Laundry at Villager Motel
E044	Duffield 52-3-W5							I	
E045	Carrot Creek 53-13-W5							I	
E046	Nojack	1	16		O		O		
E047	51-26-W4 North of Devon	Westridge Park Lodge Resort	34	O		O	O		- 9 Hole Golf Course - Games room

CATEGORY F: CAMPGROUNDS

CH
C - Charge
F - Free

Key	Location	Name	Site	Facilities/Features	Operator	CH
F001	53-1-W5	Chickakoo Lake Park	8 Km. N + 3 Km. W of Stony Plain	Shelter, toilets, pumped water, fishing, boat launch, tent and trailer sites	Municipal	F
F002	52-2-W5	Hasse Lake Prov. Park	11 km. W & 5 Km. S of Stony Plain	Day Use Only - Shelter, firewood, tables, toilets, pump water, fishing, swimming, hiking trails, boat launch, phone - Day Use Only	Alta. Prov. Parks	F
F003	53-1-W5	Hubbles Lake Resort & Campground	15 km. W & 1 km. N of Stony Plain	Sewer, electrical & water hookups, shelter, stoves, fireplaces, firewood, tables, toilets, showers, pump & tap water, beach, swimming, hiking trails, playground, boat launch & rentals, phone, sewage disposal, concession, groceries, camping, & trailer sites (May-Sept.) 85 sites.	Private Operator	C

CATEGORY F: CAMPGROUNDS

CH
C - Charge
F - Free

Key	Location	Name	Site	Facilities/Features	Operator	CH
F004	53-2-W5	Lake Eden Resort	18 km. W of Stony Plain	Electrical hookup, firewood tables, toilets, pump and tap water, beach, swimming, playground, boat launch, boat rentals, phone, concession. 40 sites. This property was closed for the 1983 summer and is anticipated to be open for the 1984 season.	Private Operator	C
F005	53-1-W5	Allan Beach Resort	14 km. W of Stony Plain & 3 km. N.	Utility hookups, shelter, stoves, fireplaces, tables, toilets, showers, tap water, beach, swimming, hiking trails, playground, phone, laundry, fishing, sewage disposal, groceries, (May-Sept.) 244 sites	Private Operator	C
F006	Edmonton Beach 52-1-W5	Edmonton Beach Resort	9 km. W of Stony Plain on Hwy. 16 & 5 km. S. on Hwy. 29 in Edmonton Beach	Picnic tables, fireplaces, firewood, phone, playground, boat launch/rental beach, swimming, hiking, electrical hookups, shelter, toilets, showers, tap water, group picnics (May-Oct) 336 sites	Private Operator	C

CATEGORY F: CAMPGROUNDS

CH
C - Charge
F - Free

Key	Location	Name	Site	Facilities/Features	Operator	CH
F007	Wabamun 53-4-W5	Wabamun Lake Prov. Park	3 km. E & 2 km. S of Wabamun	Shelter, stove & fireplaces, firewood, tables, toilets, showers, pump water, fishing, beach, swimming, hiking trails, playground, boat launch, phone, sewage disposal. 287 sites	Alta. Prov. Parks	C
F008	Gainford 53-6-W5	Gainford	Gainford	Shelter, stoves, fireplaces, firewood, tables, toilets, tap water. 8 sites	Alberta Transport.	F
F009	Entwistle 53-7-W5	Pembina River Prov. Park	2 km. W of Entwistle on Hwy.16	Shelter, stove and firewood, tables, toilets, pumped & tapped water, fishing, swimming, hiking trails, playground, phone, sewage disposal. 129 sites	Alta. Prov. Parks	C
F010	Wildwood 53-9-W5	Chip Lake	4 km. W of Wildwood	Toilets, pump water, beach.	Municipal	F
F011	53-12-W5	Arlann Campground	54 km. E of Edson or 5 km. west of Nojack along Hwy. 16W	Picnic tables, utilities available, shelter, stoves & fireplaces, firewood, flush toilets showers, tap water, playground, phone, laundry facilities, sewage disposal, groceries. 80 sites	Private Operator	C

CATEGORY F: CAMPGROUNDS

CH
C - Charge
F - Free

Key	Location	Name	Site	Facilities/Features	Operator	CH
F012	53-13-W5	Carrot Creek	37 km. E of Edson	Shelter, stoves & fireplaces, firewood, tables, toilets, pump water. 8 sites	Alberta Transport.	F
F013	51-19-W5	Fickle Lake	38 km. SW of Edson	Stoves & fireplaces, firewood, tables, toilets, pump water, fishing, boat launch. 35 sites	Alberta Forest Service	F
F014	53-17-W5	Lion's park	Edson	Utility hookups, stoves, & fireplaces, wood, tables flush toilets, showers, tap water, hiking, trails, phone. 50 sites	Municipal	C
F015	46-18-W5	Pembina Forks	109 km. S of Edson	Stoves & fireplaces, firewood, tables, toilets, pump water, fishing. 20 sites	Alberta Forest Service	F
F016	53-19-W5	Hornbeck Creek	14 km. W of Edson	Shelter, stoves & fireplaces, firewood, tables, toilets, pump water. 35 sites	Alberta Transport.	F

CATEGORY F: CAMPGROUNDS

CH
C - Charge
F - Free

Key	Location	Name	Site	Facilities/Features	Operator	CH
F017	53-15-W5	Surprise Lake	18 km. E of Edson & S off Hwy. 16	Tables, toilets, pump water, beach, playground, boat launching.	Municipal	F
F018	46-24-W5	Whitehorse Creek	109 km. SW of Edson	Stoves & fireplaces, firewood tables, toilets, pump water, fishing. 12 sites	Alberta Forest Service	F
F019	53-17-W5	Willmore Recreation Park	S of Edson	Shelter, stoves & fireplaces, firewood, tables, toilets, pump water. 50 sites	Municipal	F
F020	49-15-W5	Wolf Lake	43 km. S & 24 km. E of Edson	Stoves & fireplaces, firewood, tables, toilets, pump water, fishing, beach, hiking trails, boat launch. 25 sites	Alberta Forest Service	F
F021	53-18-W5	Wolf Creek	8 km. E of Edson	Shelter, stoves & fireplaces, firewood, tables, toilets, pump water. 10 sites	Alberta Transport.	F
F022	55-21-W5	Emerson Lake	50 km. NE of Hinton, St. Regis Emerson Creek Road	Jointly operated with St. Regis. Picnic tables, firepits, firewood, toilets, motor boats not allowed, hiking trails, info. signs explain glacier movement. 8 units (not approved by Travel Alberta)	Private Operator and Alberta Forest Service	F

CATEGORY F: CAMPGROUNDS

CH
C - Charge
F - Free

Key	Location	Name	Site	Facilities/Features	Operator	CH
F023	OBED 53-22-W5	Obed Lake	At Obed Lake	Shelter, stoves & fireplaces, firewood, tables, toilets, pump water, fishing, private grocery store. 20 units	Alberta Forest Service	F
F024	55-3-W6	Big Berland	70 km. NW of Hinton	Shelter, stoves & fireplaces, firewood, tables, toilets, pump water, fishing, hiking trails. 18 sites	Alberta Forest Service	F
F025	45-21-W5	Cardinal River	52 km. S & 39 km. E of Hinton	Stoves and fireplaces, firewood, tables, toilets, pump water, fishing, hiking trails. 60 sites	Alberta Forest Service	F
F026	49-26-W5	Folding Mountain Campground	3 km. E of Jasper Park Gates on Hwy. 16	Utility hookups, shelter, stoves, & fireplaces, firewood, tables, toilets, showers, tap water, hiking trails, playground, phone, sewage disposal, groceries. 110 sites	Private Operator	C
F027	51-25-W5	Switzer	Hinton	Shelter, stoves & fireplaces, firewood, tables, toilets, tap water, sewage disposal. 30 sites	Municipal	C

CATEGORY F: CAMPGROUNDS

CH
C - Charge
F - Free

Key	Location	Name	Site	Facilities/Features	Operator	CH
F028	Hinton 51-25-W5	Athabasca	Hinton	Shelter, stoves & fireplaces, firewood, tables, toilets, pump water. 30 sites	Municipal	C
F029	49-27-W5	Kinky Lake	20 km. SW of Hinton	Stoves and fireplaces, firewood, tables, toilets, pump water. 10 sites	Alberta Forest Service	F
F030	50-23-W5	McLeod River	26 km. SE of Hinton	Stoves and fireplaces, firewood, tables, toilets, pump water, fishing. 18 sites	Alberta Forest Service	F
F031	57-4-W6	Pierre Greys Lake	93 km. NW of Hinton	Shelter, stoves & fireplaces, firewood, tables, toilets, pump water, fishing, hiking trails, boat launch. 65 sites	Alberta Forest Service	F
F032	52-2-W6	Rock Lake	50 km. NW of Hinton	Shelter, stoves & fireplaces, firewood, tables, toilets, pump water, fishing, hiking trails, boat launch. 67 sites	Alberta Forest Service	F
F033	52-23-W5	Roundcroft	19 km. E of Hinton	Stove & fireplaces, firewood, tables, toilets, pump water, fishing, boat launch. 9 sites	Alberta Transport.	F

CATEGORY F: CAMPGROUNDS

CH
C - Charge
F - Free

Key	Location	Name	Site	Facilities/Features	Operator	CH
F034	49-26-W5	Wildhorse Lake	20 km. SW of Hinton	Stoves & fireplace, firewood tables, toilets, pump water, fishing, boat launch. 14 sites	Alberta Forest Service	F
F035	52-26-W5	William A. Switzer Prov. Park	3 km. W & 19 km. N of Hinton	Utility hookups, shelter, stoves and fireplaces, firewood, tables, toilets, showers, pump and tap water, fishing, swimming, hiking trails, playground, boat launch, sewage disposal. 195 sites	Alta. Prov. Parks	C
F036	Alberta Beach 54-3-W5	Dakus Campground	5 km. W of Alberta Beach	Stoves & fireplaces, firewood, tables, toilets, tap water, playground, boat launch, phone, sewage disposal. 28 sites	Private Operator	C
F037	Gunn 55-3-W5	Gunn Campground	1 km. E of Gunn	Shelter, stoves & fireplaces, firewood, tables, toilets, pump water. 20 sites	Alberta Transport	F
F038	56-2-W5	Killdeer Beach Resort	19 km. N of Gunn on Lac La Nonne	Electric hookup, shelter, stoves & fireplaces, firewood, tables, toilets, tap water, fishing, beach, swimming, hiking trails, playground, boat launch, boat rentals, phone, sewage disposal, concession, groceries. 170 sites	Private Operator	C

CATEGORY F: CAMPGROUNDS

CH
C - Charge
F - Free

Key	Location	Name	Site	Facilities/Features	Operator	CH
F039	Cherhill 55-5-W5	Lessard Lake	3 km. E., 2 km. S of Cherhill	Shelter, stoves & fireplaces, firewood, tables, toilets, pump water, hiking trails, boat launch.	Municipal	F
F040	58-6-W5	Romeo Lake	19 km. N & 1.6 km. E of Sangudo	Shelter, stoves & fireplaces, firewood, tables, toilets, pump water, playground.	Municipal	F
F041	Seba Beach 53-5-W5	Shadybrook Campground	3 km. S of Hwy. 16 at Seba Beach	Electric hookups, shelter, fireplace & stove, firewood, tables, toilets, showers, tap water, hiking trails, playground, phone, sewage disposal, garbage. 50 sites	Private Operator	C
F042	53-5-W5	Poplar Springs Park	3 km. N of Seba Beach on Isle Lake	135 acre park, year rental only for camper trailers and motorhomes. Dumping station, utility hookups, water, sewage disposal, laundromat, toilets, showers, boat launch, pier, floating deck for water skiing, fishing, snowmobiling, winter shelter, x-country skiing and general store. 100 sites (Private - for members only.)	Private Operator	C

CATEGORY F: CAMPGROUNDS

CH
C - Charge
F - Free

Key	Location	Name	Site	Facilities/Features	Operator	CH
F043	Drayton Valley 49-7-W5	Drayton Valley	3 km. N of Drayton Valley	Shelter, stoves & fireplaces, firewood, tables, toilets, pump water. 34 sites	Alberta Transport	F
F044	46-11-W5	Brazeau Reservoir	48 km. SW of Drayton Valley	Three Recreation Areas. Stoves and fireplaces, firewood, tables, toilets, pump water, fishing, beach, hiking trails, playground, boat launch. 41 sites	Alberta Forest Service	F
F045	54-14-W5	Easyford Park	25 km. NW of Drayton Valley	Shelter, firewood, tables, toilets, pump water, playground, boat launch.	Municipal	F
F046	55-15-W5	Bear Lake	19 km. NW of Peers	Stoves & fireplace, firewood, tables, toilets, pump water, beach, playground. 18 sites	Municipal	F
F047	54-14-W5	McLeod Valley	6 km. N of Peers	Shelter, firewood, tables, toilet, pump water. 6 sites	Alberta Transport	F
F048	47-20-W5	Lovette River	35 km. S of Robb	Shelter, fireplace & stove, firewood, tables, toilets, pump water. 12 sites	Alberta Forest Service	F

CATEGORY F: CAMPGROUNDS

CH
C - Charge
F - Free

Key	Location	Name	Site	Facilities/Features	Operator	CH
F049	48-21-W5	Coalspur	6 km. S of Robb	Shelter, fireplace & stove, firewood, tables, toilets, pump water. 8 sites	Alberta Forest Service	F
F050	46-18-W5	Fairfax Lakes	42 km. SE of Robb	Shelter, fireplace & stove, firewood, tables, toilets, pump water.	Alberta Forest Service	F
F051	51-20-W5	Lambert Creek	21 km. N of Robb	Shelter, fireplace & stove, firewood, tables, toilets, pump water, fishing. 8 sites	Alberta Forest Service	F
F052	Cadomin 47-23-W5	Watson Creek	112 km. SW of Edson	Firewood, tables, toilets, fishing, shelter. 36 sites	Alberta Forest Service	F
F053	Carvel 52-2-W5	Mink Lake Resort & Campground	25 miles west of Edmonton on Hwy. 16 & 4 miles S of Junct. 43 on Hwy. 770	Utility hookups, dump station, fire pits, showers, washrooms, laundromat, general store, snack bar, propane supply, group picnics, Bar-B-Ques, playground equipment, hall rentals, boat & holiday trailer rentals, ice fishing, X-country skiing, swimming. 100 sites (Not approved by Travel Alberta).	Private Operator	C

CATEGORY F: CAMPGROUNDS

CH
C - Charge
F - Free

Key	Location	Name	Site	Facilities/Features	Operator	CH
F054	46-15-W5	Elk River	72 km. N. of Nordegg	Shelter, stoves & fireplaces, toilets, water pump, fishing, hiking trails. 13 sites	Alberta Forest Service	F
F055	57-8-W6	Blue Bridge	1 km. N of Grande Cache	Stoves & fireplaces, firewood, tables, toilets, pump water, boat launch. 22 sites	Alberta Forest Service	F
F056	57-8-W6	Grande Cache Lake	5 km. E of Grande Cache	Shelter, stoves & fireplaces, firewood, tables, toilets, pump water, fishing.	Alberta Forest Service	F
F057	Nojack 53-11-W5	Nojack	Hwy. 16 West of Wildwood	Camp kitchen/picnic shelter, pit toilets, well, picnic tables, fire pits/stoves. 10 sites	Alta. Prov. Parks	F
F058	Mayerthorpe 57-8-W5	Mayerthorpe Golf & Country & Campground	Mayerthorpe	Campground, picnic facilities, barbecue sites. (Not approved by Travel Alberta).	Private Operator	F

CATEGORY F: CAMPGROUNDS

CH
C - Charge
F - Free

Key	Location	Name	Site	Facilities/Features	Operator	CH
F059	Haddock 56-14-W5	Shiningbank Lake Park	Approx. 8 km. N of Haddock on Shiningbank Lake	Wood and garbage pickup during summer months	Municipal	F
F060	55-15-W5	Bear Lake Park	Approx. 15 km NE of Edson	Wood and garbage pickup during summer months	Municipal	F

CATEGORY G: TOURISM EVENTS

Events were analyzed and given a level of significance according to their ability to attract visitors from the national, provincial, regional, or local level. This initial assessment of event capability is based on the following criteria:

Level of Significance Criteria

o National	- has the ability to attract visitors from any part of Canada - is recognized and can be promoted by federal and provincial agencies.
o Provincial	- has the ability to attract visitors from any part of Western Canada or Alberta - is recognized and can be promoted by the Alberta Government
o Regional	- has the ability to attract visitors from a distance of at least 150 kilometers - is recognized and can be promoted by the Evergreen Tourist Association and the Alberta Government
o Local	- has the ability to attract residents of the local community and immediate area (a radius of about 15 kilometres) - is recognized and can be promoted by the sponsoring agency and local businesses.

CATEGORY G: TOURISM EVENTS

Key	Location	Name of Event	Type of Event	Month	Significance
G001	Rich Valley 56-3-W5	Agri-Fair	Agricultural	Summer	Local
G002	Darwell 54-5-W5	Agri-Fair	Agricultural	Summer	Local
G003	Seba Beach 53-5-W5	Sports Day and Dance	Sports	August	Local
G004	Drayton Valley 49-7-W5	Drayton Valley Horse Show	Agricultural	Summer	Regional
G005		Evergreen Rodeo	Agricultural	June	Local
G006		Fall Agricultural Fair	Agricultural	Fall	Local
G007		Christmas Bazaar	Cultural	November	Local
G008		Annual Oil Show	Business	August	Provincial
G009		Blow Out Days	Sports	June	Regional
G010	Grande Cache 56-8-W6	Coal Dust Daze	Cultural/ Sports	June	Local
G011		Sulphur Flats Amateur Rodeo	Agricultural	June	National
G012		Mountain Madness Carnival	Cultural	February	Local
G013		Great Canadian Boat Race	Sports	June	National
G014		Annual Forestry Cavalcade Ho	Car/Cavalcade	July	Local

CATEGORY G: TOURISM EVENTS

Key	Location	Name of Event	Type of Event	Month	Significance
G015	Mayerthorpe 57-8-W5	Ice Carnival	Sports	February	Local
G016		Disney Days	Cultural	May	Local
G017		Spring Rodeo	Agricultural	May	Regional
G018		Horse Show	Agricultural	May	Regional
G019		Community Fun Day	Sports	June	Local
G020		Kinsmen Bar-B-Q	Entertainment	June	Local
G021		Gymkhana Trophy Day	Agricultural	August	Local
G022		Agricultural Fair	Agricultural	August	Local
G023		Kinsmen Fall Rodeo	Agricultural	September	Regional
G024		Trade Fair	Business	April	Local
G025		Snow Craze	Sports	December	Local
G026	Entwistle 53-7-W5	Carnival Day	Sports	July	Local
G027	Evansburg 53-7-W5	Pembina Valley Days	Sports	August	Local
G028	Tomahawk 51-6-W5	Rodeo	Agricultural	August	Local
G029	Edson 53-17-W5	Edson & District Rodeo & Exhibition	Agricultural	June	Regional

CATEGORY G: TOURISM EVENTS

Key	Location	Name of Event	Type of Event	Month	Significance
G030		Sidewalk Jamboree	Agricultural/ Cultural	August	Regional
G031		Edson Fall Fest and Jamboree	Agricultural	September	Regional
G032		Edson Trade Fair	Business	Sept/Oct	Regional
G033	Hinton 51-25-W5	Ice Carnival	Sports	February	Local
G034		Hawks Hockey Tournament	Sports	January	Regional
G035		Aquatic Extravaganza	Sports	January	Local
G036		Oldtimers Hockey Tournament	Sports	February	Local
G037		St. Regis Marathon Cross Country Ski Race	Sports	February	National
G038		Bantam Hockey Team	Sports	March	Local
G039		Alberta Cross-Country Ski Championship	Sports	March	Provincial
G040		Mite Hockey Tournament	Sports	March	Local
G041		Figure Skating Carnival	Sports	March	Local

CATEGORY G: TOURISM EVENTS

Key	Location	Name of Event	Type of Event	Month	Significance
G042		Bighorn Rodeo	Agricultural	June	Regional
G043		Derby Days	Sports/ Business	June	Regional
G044		Ladies Ball Tournament	Sports		Local
G045		Double Gymkhana	Sports	May	Local
G046		Overnight Trail	Sports	May	Local
G047		Brule Rodeo	Sports	May	Local
G048		Turtle Trot	Sports	May	Local
G049	Spruce Grove 53-27-W4	Spruce Grove Trade Fair	Business	June	Local
G050		Agri-Fair	Agricultural	August	Local
G051		Lion's Club Bust Out Rodeo	Agricultural	August	Regional
G052		Arts Festival	Cultural	November	Local
G053		Winter Carnival	Sports	February	Local
G054	Stony Plain 52-1-W5	Figure Skating Club's Winter Carnival	Sports	March	Local
G055		Trade Fair	Agricultural	April	Local
G056		Lion's Bar-B-Que	Sports	May	Local

CATEGORY G: TOURISM EVENTS

Key	Location	Name of Event	Type of Event	Month	Significance
G057		Horticultural Flower Show	Agricultural	August	Local
G058		Farmer's Day	Agricultural	June	Local
G059		Canada Week	Cultural (Multi-cultural Centre)	June	Regional
G060	Wabamun 53-4-W5	Wabamun Summerfest	Sports	June	Local
G061		North American Oldtimers Fiddlers Contest	Cultural	July	Local
G062	Wildwood 53-9-W5	Wildwood Elks Klondike Days and Sourdough Competitions	Sports	March	Local
G063		Wildwood Fair	Agricultural	August	Local
G064	Onoway 54-2-W5	Annual Rodeo and Farmer's Day	Agricultural	June	Regional
G065		Winter Carnival	Sports	February	Local
		Annual Trade Fair	Business	May	Local
G066	Lac Ste. Anne 54-4-W5	Lac Ste. Anne Pilgrimage (Indian and Metis Event)	Cultural	July	Provincial

CATEGORY G: TOURISM EVENTS

Key	Location	Name of Event	Type of Event	Month	Significance
G067	Sangudo	Annual Lions Ball Tournament (50 teams)	Sports	July	Regional
G068		Heritage Days	Cultural	July/Aug	Local
G069		Annual Rodeo	Sports	September	Regional
G070		Elks Picnic	Sports	May	Local

CATEGORY H: OUTDOOR RECREATION FACILITIES AND SERVICES

Key	Location	Golf	Beaches	Hiking and X-Country Trails	Marina/Boat Launch	Other
H001	Spruce Grove 53-27-W4	18 Hole		O		. Participark - exercise and nature walk park . Public Use Picnic Area - Day use only . 5 Neighbourhood Parks . Baseball Diamonds . Playgrounds . Riding Stables
H002	Stony Plain 52-1-W5	18 Hole		O		. 25 Municipal Parks . Baseball Diamonds . Playgrounds . Sports Fields
H003	Edmonton Beach 52-1-W5		O		O	. See Edmonton Beach Resort (Campgrounds Category F)
H004	Wabamun 53-4-W5		O	O	O	. See Wabamun Provincial Park (Campgrounds Category F)
H005	Seba Beach 53-5-W5	9 Holes	O	O	O	. Boat Rentals . Playground
H006	Wildwood 53-9-W5					. Memorial Park with Perpetual Light, Fountain, Tables and Benches . Baseball Diamonds (food and concession)
H007	Niton Junction 53-12-W5			O		

CATEGORY H: OUTDOOR RECREATION FACILITIES AND SERVICES

Key	Location	Golf	Beaches	Hiking and X-Country Trails	Marina/Boat Launch	Other
H008	Edson 53-17-W5	18 Holes		O		. Baseball Diamonds . Sports Fields . Rifle Range . Riding Stables . Five Municipal Parks . Two Municipal Campgrounds- (See Campgrounds Category F) . Silver Summit (Ski Resort)
H009	Hinton 51-25-W5	9 Hole		O		. Two Municipal Parks . One Prov. Park (William A. Switzer) . Rodeo Grounds . Horseshoe Pits . Baseball Diamonds . Sports Fields
H010	Alberta Beach 54-3-W5		O		O	
H011	Carvel 53-2-W5		O	O	O	. See Mink Lake Resort - Campgrounds (Not approved by Travel Alberta)
H012	Onoway 54-2-W5			O		. Ball Diamonds . Sports Fields

CATEGORY H: OUTDOOR RECREATION FACILITIES AND SERVICES

Key	Location	Golf	Beaches	Hiking and X-Country Trails	Marina/Boat Launch	Other
H013	Gunn 55-3-W5		O	O	O	
H014	Sangudo 56-7-W5			O		. Sports Fields . Baseball Diamonds . 4 Playgrounds
H015	Mayerthorpe 57-8-W5	9 Hole		O		. Sports Fields . Baseball Diamonds . Mayerthorpe Golf & Country and Campground . Municipal Parks
H016	Lac La Nonne 57-3-W5		O	O	O	
H017	Lake Isle 54-5-W5		O	O	O	
H018	Drayton Valley 49-7-W5	9 Hole		O		. Downhill Skiing with T-Bar and Lights . Municipal Campground . Park and Campground - (See Campgrounds, Category F) . Four Municipal Parks with numerous Recreational Facilities . Mobuck Golf and Country Club

CATEGORY H: OUTDOOR RECREATION FACILITIES AND SERVICES

Key	Location	Golf	Beaches	Hiking and X-Country Trails	Marina/Boat Launch	Other
H019	Lodgepole 47-9-W5			O	O	. Brazeau Dam Campground and Facilities (See Campgrounds, Category F)
H020	Evansburg 53-7-W5	9 Hole		O		. Pembina River Provincial Park . Baseball Diamonds . Horsehoe Pits
H021	Entwistle 53-7-W5					. Playgrounds . Baseball Diamonds
H022	Grande Cache	9 Hole		O	O	. Baseball Diamonds . Horsehoe Pits
H023	Brule 50-27-W5					. Playground . Baseball Diamonds

CATEGORY I: SECONDARY PHYSICAL TOURISM RESOURCES AND SERVICES

Key	Location	Swimming Pool	Tennis Courts	Curling/ Skating Rink	Live & Movie Theatres	Bowling Facilities	Library	Health, Hosp.	Others
I001	Spruce Grove 53-27-W4	o	o	o	o	o	o	o	. Farmer's Market (May-Dec) . Craft Rooms (Multi-use Ctr.)
I002	Stony Plain 52-1-W5	o	o	o			o	o	. Community Centre . Farmer's Market (May-Dec)
I003	Edmonton Beach 52-1-W5								. Farmer's Market
I004	Wabamun 53-4-W5			o			o	Health Unit	. Community Centre . Farmer's Market (May-Sept)
I005	Wildwood 53-9-W5			o			o		. Farmer's Market (May-Sept)

CATEGORY I: SECONDARY PHYSICAL TOURISM RESOURCES AND SERVICES

Key	Location	Swimming Pool	Tennis Courts	Curling/ Skating Rink	Live & Movie Theatres	Bowling Facilities	Library	Health, Hosp.	Others
I006	Niton Junction	O		O					
I007	Edson 53-17-W5	O	O	O	O	O	O	O	. Billiards . Farmer's Market (Year Round) . Racquetball Courts
I008	Hinton 51-25-W5	O	O	O	O	O	O	O	. Fitness/Community Centre . Auto Racetrack . Billiards . Racquetball Courts . Rodeo Grounds . Farmer's Market (May-Nov)
I009	Onoway 54-2-W5			O			O		. Farmer's Market (May-Nov)

CATEGORY I: SECONDARY PHYSICAL TOURISM RESOURCES AND SERVICES

Key	Location	Swimming Pool	Tennis Courts	Curling/ Skating Rink	Live & Movie Theatres	Bowling Facilities	Library	Health, Hosp.	Others
I010	Sangudo 56-7-W5	O	O	O				O	. Farmer's Market (May-Nov)
I011	Mayerthorpe 57-8-W5	O		O			O	O	. Billiards
I012	Seba Beach 53-5-W5						O		. Farmer's Market (May-Sep)
I013	Alberta Beach 54-3-W5								. Farmer's Market (May-Dec)
I014	Drayton Valley 49-7-W5	O	O	O	O	O	O	O	. Farmer's Market (Apr-Dec) . Billiards
I015	Evansburg 53-7-W5			O				Local Centre and Clinic	. Billiards . Recreation Centre . Farmer's Market (Mar-Oct)

CATEGORY I: SECONDARY PHYSICAL TOURISM RESOURCES AND SERVICES

Key	Location	Swimming Pool	Tennis Courts	Curling/ Skating Rink	Live & Movie Theatres	Bowling Facilities	Library	Health, Hosp.	Others
I016	Grande Cache 56-8-W6	○	○	○			○	○	. Billiards . Akasaka Recreation Centre
I017	Entwistle 53-7-W5	○		○			○		. Community Hall
I018	Brule 50-27-W5								. Community Hall . Farmer's Market
I019	Peers			○					

CATEGORY J: SPECIALIZED PHYSICAL TOURISM RESOURCES AND SERVICES

Key	Location	Name	Type of Facility/ Service	Season	Food Services	Attractions/Facilities
J001	Onoway 54-2-W5	Devil's Lake Corral	Entertainment/Dining	Year Round	Inclusive	. Closed Indefinitely
J002	Lake Eden 53-2-W5	Lake Eden Resort	Resort	Year Round	Available	. Downhill skiing . Two rope tows . Two T-Bars . One Double Chair . Two Mighty Mites . Dining Room . Banquet Facilities . 22 Private Cottages . Cafeteria . Licensed Lounge . Beach . Camping Sites . Rental cabins in summer
J003	Spruce Grove 53-27-W4	Grove Art Gallery	Private Art Gallery	Year Round		
J004	Drayton Valley 52-1-W5	Drayton Valley Ski Club	Local Downhill Ski Club	Winter	Available	. T-Bar . 3 Rope Tows . Change trailer with concession . Ski rentals
J005	N. of Edson 57-18-W5	Silver Summit	Ski Resort	Dec. to April	Available	. Primary use for downhill & Cross-country skiing . Sleeping bag and ski equipment rental . Licensed lounge . Cafeteria

CATEGORY J: SPECIALIZED PHYSICAL TOURISM RESOURCES AND SERVICES

Key	Location	Name	Type of Facility/ Service	Season	Food Services	Attractions/Facilities
J006	Wildwood 53-9-W5	High Country Ride & Fish,	Trail Riding/ Fishing Outfitter	Summer	Inclusive	. Willmore Wilderness Area
J007	Entrance 51-26-W5	Athabasca Trail Trips	Trail Riding	On Request	Inclusive	. Willmore Wilderness Area
J008	Grande Cache 56-8-W6	High Country Vacations	Trail Riding	Summer	Inclusive	. Willmore Wilderness Area
J009	Brule 50-27-W5	Tom Vinson Horse-Back Adventures	Trail Riding	Summer	Inclusive	. Willmore Wilderness Area
		Camp Apa Cheesta Hinton, Alberta	Adventure	Year Round	Inclusive	. Authentic Indian Tee Pee Life; Moccasin Making, Wilderness Life, Camping, Backpacking, Trail Riding . Winter - Dog Sledding, Winter Camping, Cross Country Skiing
J010	Willmore Wilderness Area	Timbermountain Packtrain Claresholm, Alta.	Trail Riding	Summer	Inclusive	. Willmore Wilderness Area
J011	56 Km N.E. of Jasper	Black Cat Guest Ranch Hinton, Alberta	Guest Ranch	Year Round	Inclusive	. Trail Rides, Hiking, Bar-B-Q's, Four Wheeling, Limited Fishing, Sight-seeing Tours, Seminar Facilities, Cross-Country Skiing, Skating, Lodge Accommodation

CATEGORY J: SPECIALIZED PHYSICAL TOURISM RESOURCES AND SERVICES

Key	Location	Name	Type of Facility/ Service	Season	Food Services	Attractions/Facilities
J012	Carvel 53-2-W5	RRJ Arabians Guest Ranch	Guest Ranch	Year Round	Inclusive	. Emphasis on Horsemanship and Riding; Registered Arabian Horses, Riding Ring, Horseshows, Swimming
J013	Grande Cache 56-8-W6	Akasaka Recreational Centre	Adventure	Year Round		. Organizes Guided Wilderness Backpacking Trips & Cross-Country Ski Tours
J014	West of Hinton 51-25-W5	Overlander Motor Lodge	Resort	Winter	Available	. Cross-Country & Snowmobile Trails. Offers 24 km of Marked Trails and Ungroomed Roadways. Map Shows Novice, Intermediate and Expert Trails. Lodge offers full accommodation, food services, games, seminar facilities.
J015	North of Hinton 52-26-W5	Blue Lake Centre	Outdoor Recreation Training Centre	Year Round	Inclusive	. Admission limited to Provincial Sponsored programs operated by Alberta Rec. & Parks
J016	Grande Cache 56-8-W6	Ski Grande Cache	Winter Sports	Winter	Inclusive	. Cross Country Skiing . Winter Survival . Snowshoe Camping . Ski Camp . Art Class

CATEGORY J: SPECIALIZED PHYSICAL TOURISM RESOURCES AND SERVICES

Key	Location	Name	Type of Facility/ Service	Season	Food Services	Attractions/Facilities
J017	56-8-W6	Grande Cache Recreation Department	Outdoor Recreation Activities	Summer	Inclusive	. Day Hikes . Outdoor Fitness Course . Canoe Trips . Art Class . Bush Survival Course . Canoe Courses . Backpacking Trips . Pack Trips . Horsemanship Classes . Outdoor Cookery
J018	56-8-W6	Washy Creek Outfitters Ltd.	Adventure	Year Round	Optional	. Hunting . Scenic Tours . Fishing . Trail Rides . Backpacking . Canoeing . Photography . X-Country Skiing . Mountain Touring . Winter Camping
J019	Spruce Grove 52-1-W5	Swiss Valley Ski Resort (32 kilometres west of Edmonton on Hwy. 16 to Spruce Grove)	Ski Resort	Winter	Available	. One T-Bar . Two Rope Tows . Lodge with cafeteria and licensed dining room . Rental Ski Shop . Ski Instructions . Picnic and day use area in summer

CATEGORY J: SPECIALIZED PHYSICAL TOURISM RESOURCES AND SERVICES

Key	Location	Name	Type of Facility/ Service	Season	Food Services	Attractions/Facilities
J020	Edmonton 52-25-W4	Tomahawk Canoe Trips	Adventure	Summer	Inclusive	. Canoe/Wilderness Trips ranging from half day, full day to seven day excursions. Trips on Athabasca, Miette, Smoky, Berland, McLeod, Brazeau Rivers near Jasper. . Standard two man and 26 foot, 10 man canoes used. . Nine trips offered. Five trips do not require experience.
J021	Devon 51-26-W4	Westridge Park Lodge Resort (6.4 kilometres west of Edmonton on Hwy. 16, 17.6 kilometres south on Hwy. 60 left on Gramina Road)	Resort	Year Round	Available	. Licensed Dining & Lounge . Nine Hole Golf Course . Driving Range . Putting Greens . Saunas . Meeting Room Facilities . Cross Country Skiing on Golf Course in Winter . Close proximity to Rabbit Hill Downhill Slope . Winter Snowmobiling and Sleigh Rides . Exercise and Recreation Facilities

CATEGORY J: SPECIALIZED PHYSICAL TOURISM RESOURCES AND SERVICES

Key	Location	Name	Type of Facility/ Service	Season	Food Services	Attractions/Facilities
J022	58-8-W5	Trudzik's Farm 6 miles north of Mayerthorpe	Working Farm	Year Round	Not Available	. Viewing of exotic animals including 5 buffalos, 35 registered Belgian horses, 10 peacocks, 4 exotic pheasants, 1 blue eared emering, 12 silky chickens, 4 guinea fowl. Also available are common farm animals including zoo cattle, 10 geese, 10 turkeys, 10 ducks, pigeons. Hay rides are available, reserved in advance, free of charge. Information and guided tours of the farm are available, time permitting. (This facility not listed by Travel Alberta).

CATEGORY K: INDIAN RESERVES

Key	Location	Reserve Name	Indian Band	Tourism Facilities and Services
K001	52-26-W4	Stony Plain Reserve	Enoch Band	. Race Track (Horse) . Service Station . Recreation Centre including hockey rink, curling rink, health spa, and lounge
K002	55-4-W5	Alexis Reserve	Alexis Band	. Marina located at Narrows on the north shore of Lac Ste. Anne . Pier . Launch Pad . Dance Hall . Confectionary . Gas Pump . Campground . Ball Park
K003	52-4-W5	Wabamun Reserve	Paul Band	. No Facilities

CATEGORY L: GEOGRAPHIC CROSS-REFERENCE

o Introduction

The following charts are intended to assist readers in identifying competing or complementary tourism attractions by geographic location. Map 8 is provided to locate areas of interest by National Topographic Series (NTS) grid reference (e.g., 83-B or 83-C) or legal township description (e.g., 52-16-W5 or Township 52, Range 16, West of the 5th Meridian). To locate other attractions/facilities, etc. in your area of interest, find the chart with the desired NTS grid reference, and scan for access code numbers (e.g., A001) which are identified in the 1) major communities, 2) other hamlets, 3) major features such as a lake, or 4) general map sheet. The previous Tables of Tourism Attractions (Categories A to I) can then be referenced by the list of Access Codes beside each of these headings.

CATEGORY L: GEOGRAPHIC CROSS-REFERENCE

NTS GRID REFERENCE: 83B

Feature Relating To	Access Code (refer to identical code in relevant category for inventory data)
Brazeau Dam (46-11-W5)	C040, F044
General Map Sheet	A011, C002, J020

CATEGORY L: GEOGRAPHIC CROSS-REFERENCE

NTS GRID REFERFNCE: 83C

Feature Relating To	Access Code (refer to identical code in relevant category for inventory data)
General Map Sheet	A011, F015, F025, F050, F054, J020
Lakes	B068, B069, B075, B078, B079, B092

CATEGORY L: GEOGRAPHIC CROSS-REFERENCE

NTS GRID REFERENCE: 83E & 83L

Feature Relating To	Access Code (refer to identical code in relevant category for inventory data)
Grande Cache (56-8-W6)	D037, E043, F055, F056, G010 - G014, H022, I016, J008, J013, J016, J017
General Area Features	A010, A012, C016, F024, J010, J018, J020
Lakes	B083, B085, D036, F031, F032, F056

CATEGORY L: GEOGRAPHIC CROSS-REFERENCE

NTS GRID REFERENCE: 83F & 83K

Feature Relating To	Access Code (refer to identical code in relevant category for inventory data)
Edson (53-17-W5)	C027, C039, C052, C054, D030, E010, F014, F019, G029 - G033, H008, I007
Hinton (51-25-W5)	C026, C043, C044, C053, D033, E011, F027, F028, G034 - G048, H009, I008
General Area Features	A002 - A010, C001 - C008, C014, C015, C017 - C022, C029 - C031, C041, C042, C045, C046, F016, F018, F021, F026, F029, F033, F048, F049, F051, F052
Lakes	B060, B061, B063, B064, B067, B070, B071, B072, B073, B074, B076, B077, B080, B081, B082, B084, B086, B087, B089, B090, B093, B094, F013, F017, F020, F022, F023, F029, F034, F035, F046, F050, F059, F060
Other Hamlets	D009, D010, D031, D032, D034, D035, E040, E041, E042, H023, I018, J007, J009

CATEGORY L: GEOGRAPHIC CROSS-REFERENCE

NTS GRID REFERENCE: 83G & 83J

Feature Relating To	Access Code (refer to identical code in relevant category for inventory data)
Stony Plain (52-1-W5)	C025, C026, C028, C047, D014, E002, G054 - G059, H002, I002
Drayton Valley (49-7-W5)	D012, E032, F043, G004 - G009, H018, I014, J004
Onoway (54-2-W5)	D039, E014, G064, G065, H012, I009, J001
Sangudo (56-7-W5)	C024, C049, D044, E019, G067 - G070, H014, I010
Mayerthorpe (57-8-W5)	D046, E021, F058, G015 - G025, H015, I011
Entwistle (53-7-W5)	D024, E007, G026, H021, I017
Evansburg (53-8-W5)	C051, D011, E035, G027, H020, I015
Wildwood (53-9-W5)	D021, E008, G062, G063, H006, I004, J006
Other Hamlets	D008, D015 - D019, D022, D023, D026 - D029, D041 - D043, D045, D047, D048, D050, D051, E003, E005, E006, E009, E015, E018, E020, E022, E023, E025, E026, E027, E030, E031, E033, E034, E036, E037, E038, E039, E044, E045, E046, G001 - G003, G028, G060, G061, G066, H003 - H005, H007, H010, H011, H013, H019, I002, F004, I006, I012, I013, I019

CATEGORY L: GEOGRAPHIC CROSS-REFERENCE

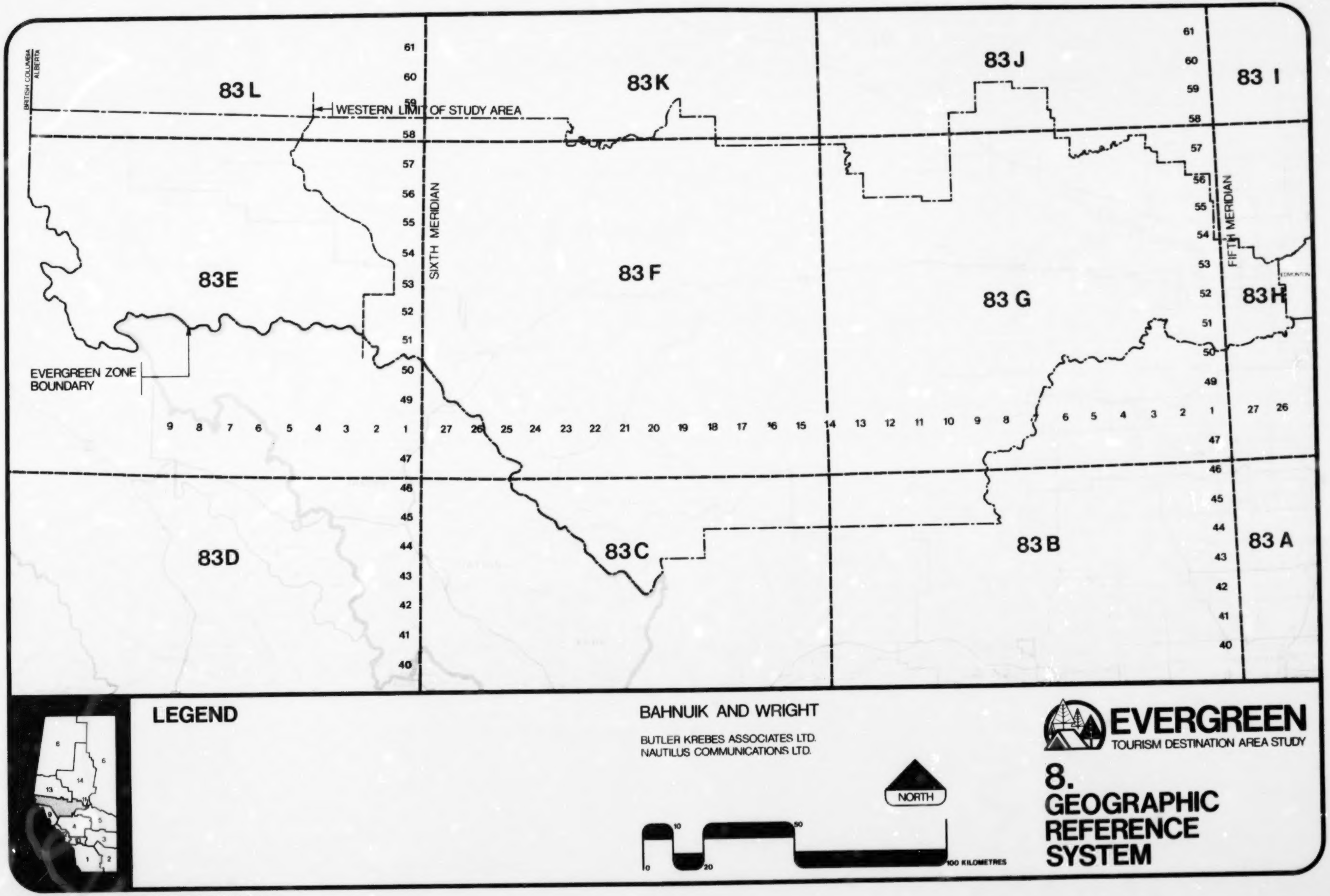
NTS GRID REFERENCE: 83G & 83J

Feature Relating To	Access Code (refer to identical code in relevant category for inventory data)
Wabamun Lake (53-4,5-W5)	C050, D001, D020, D021, E004, E029, F007, F041, G060, G061, H004, H005, I004, I012, K003
Isle Lake (53-6-W5) (54-5-W5)	C047, D038, E013, E028, F036, F037, F042, H010, H017, I013
Lac Ste. Anne (54-3-W5)	C012, D040, D052, E015, G066, H013, K002
Lac La Nonne (57-3-W5)	D049, E024, F038, H016
Chip Lake (54-10-W5)	B065, F010
Glory Hills (52-1,2,3-W5) (53-1,2-W5) (54-1-W5)	A001, B034, B036, B039, B040, B041, B043, B044, B045, B046, B048, B049, B050, B053, B054, D015, D016, D017, D041 - D043, D045, D047, D048, D050, D051, E003, E012, F001 - F006, F053, H003, H011, I002, J002, J019
Other Lakes	B001 - B033, B037, B042, B047, B051, B052, B055, B057, B066, B091, B095, F039, F040, F053
General Map Sheet	A002, A010, A011, C002 - C006, C009 - C013, C023 - C025, C032, C034, C036, C037, C038, F008, F009, F011, F012, F045, F047, F057, J005, J012, J020, J022, K002, K003

CATEGORY L: GEOGRAPHIC CROSS-REFERENCE

NTS GRID REFERENCE: 83H

Feature Relating To	Access Code (refer to identical code in relevant category for inventory data)
Spruce Grove (53-27-W4)	D013, E001, G049 - G053, H001, I001, J003
General Map Sheet	C003, C004, C005, C006, C011, C033, E047, J021, K001



LEGEND

BAHNUIK AND WRIGHT

BUTLER KREBES ASSOCIATES LTD.
NAUTILUS COMMUNICATIONS LTD.

EVERGREEN
TOURISM DESTINATION AREA STUDY

8. GEOGRAPHIC REFERENCE SYSTEM

BASE MAP SUPPLIED BY ALBERTA ENERGY AND NATURAL RESOURCES. 1983

APPENDIX B - GLOSSARY

TECHNICAL TERMS AND DEFINITIONS RELATED TO TOURISM*

Adventure Vacations*

"Adventure vacation" is a broad term used to describe an outdoor opportunity designed to offer stimulating and/or educational experiences. They could be opportunities ranging from challenging activities like winter survival and mountain climbing to activities like fishing and hunting. All these opportunities are offered at various skill levels allowing both novice and experienced individuals to participate.

Attraction

An attraction is a physical feature of interest or significance which can either be natural or man-made. There may or may not be facilities constructed in conjunction with it to increase the enjoyment by visitors. The attraction can be of international, national, provincial, regional, or local significance depending upon degree of market appeal.

Backcountry Accommodation*

Backcountry accommodation is fixed roof in nature, economically built and able to accommodate up to six people. The facility could provide a wood burning stove, simple bunk beds, table, chairs, and water. This type of accommodation could cater to the outdoor enthusiast participating in cross-country skiing, hiking, fishing, or hunting. This type of facility may be used seasonally or year round.

Source: Travel Alberta, Planning Unit, or by the Consultant when identified with an asterisk (*).

Event

An event is a transitory man-made occurrence, celebration, or activity of considerable interest and notability that is usually (but not always) held on a regular basis, e.g., rodeo, baseball tournament, ski race. It can be of international, national, provincial, regional, or local significance depending on the markets that are attracted.

Facility

A facility is a development whose primary purpose is to offer a particular service or recreational activity opportunity to the tourist. Services may include accommodation, food, beverage, or automotive services, while recreation opportunities can range from ski development to tennis courts, from a marina to an information centre.

Farm and Ranch Vacation Facilities*

Farm and ranch vacation facilities are a component of operating grain farms, mixed farms (grain and cattle), or cattle ranches. There are no planned or scheduled activities on these working farms/ranches, however visitors are welcome to participate in the everyday chores/activities of the operation. Meals are served family-style.

Four Season Tourism Destination Area

A Four Season Tourism Destination Area is a distinct geographical area which should contain one or more tourism destination resorts and an integrated network of supporting tourism developments offering a wide range of facilities, attractions, activities, and events on a year round basis. The area's dominant historical, cultural, and natural themes are reflected through either developments or programs. It should be accessible by major transportation modes and along several travel corridors. A Four Season Tourism Destination Area attracts a broad range of international, provincial, and/or regional market segments.

Guest Ranches*

Guest ranches are specifically designed facilities built to provide and offer activities to the visitor. Activities usually involve trail riding, hiking, canoeing, and fishing. Meals can be served family, cafeteria, or dining room style. The guest ranch staff cater exclusively to the guest.

Historic Corridor

An historic corridor is a river or lake route, or land-based trail that played a significant role in the exploration, trade, and settlement of the province. Water routes are navigable by non-motorized and/or motorized pleasure craft and have inherent capability for historical interpretation and associated recreational activities. Land based trails may be accessible by foot, horseback, wagon, or vehicle.

Packaged Facilities and Services (Tour Packages)*

A Tour package consists of a variety of facilities and services integrated for purchase, in a manner to be of interest and to appeal to a tourist. Tour packages usually contain the following elements: transportation, accommodation, food services, attractions, and sightseeing.

Primary Research*

"Primary research" indicated in this study refers to information and/or data obtained through the field interview process (person to person), by telephone, and through correspondence from knowledgeable individuals.

Scenic/Historic Route

A scenic/historic route is paved or unpaved route that brings the traveller into contact with landscapes, natural and cultural features, historic sites, or monuments of significance to the heritage of the province or the region.

Seasonal Campgrounds*

A seasonal campground is a recreational facility where a person can rent a camp site to park a camper or recreational vehicle for an extended period of time, in some cases, year round. Day use and short duration overnight camping is usually not offered. Facilities and services offered may include food concession and general store, laundromat, boat launch, pier, sewage disposal station, water, utility hookups, showers, fishing, snowmobile trails, and hiking and cross-country ski trails. Most seasonal campgrounds are located near a lake.

Tourism

Tourism is the actual travelling, as well as the activities participated in and services used, by any individual beyond an 80 kilometre (50 mile) radius from home for the purpose of personal enjoyment. This includes both Albertans and non-residents. It is recognized that elements of tourism are often involved when people travel for business purposes.

Tourism Destination Area

A Tourism Destination Area is a distinct geographical area containing one or more tourism opportunities which could be integrated into a network of supporting facilities, attractions and events. One or more of the area's dominant historical, cultural, or natural themes should be reflected in developments and programs.

The developments and programs may be oriented to one or more of the following activities: recreation, sightseeing, shopping, accommodation and food services, attending events, visiting natural, cultural or historic sites, general touring and so on. The developments and programs may also be oriented to one or more seasons and may attract a broad range of market segments depending upon the quality and quantity of tourism amenities available.

Tourism Destination Resort

A Tourism Destination Resort is an establishment offering, in one complex, under single or unified management, a range of man-made and/or natural recreational amenities, activities, and facilities supported by accommodation, food, and beverage services.

a) Summer Resort: water and/or land oriented facility providing natural and/or man-made recreational amenities and activities for overnight or long-stay visitors during the summer, with possible extensions into spring and fall shoulder seasons.

b) Winter Resort: primarily land-oriented facility offering a variety of natural and/or man-made recreational amenities and activities for overnight or long-stay visitors during the winter season.

c) Year Round Resort: water and/or land-oriented facility offering a wide variety of natural and/or man-made recreational amenities and activities for overnight and long-stay visitors during the entire year.

Tourism Development Units*

Synonymous with "Tourism Destination Area" except that the term is more specifically applied to a subregion of the Evergreen Zone where a priority should be placed on the development of new tourism opportunities.

Tourism Opportunity*

An opportunity represents potential for economic gain that is derived from implementing an idea by an individual, company, service club, etc., and results in an increase in expenditures by tourists and employment in the local economy. Opportunities may include promotional ideas, organizational changes, or new direction to existing ideas, and do not necessarily have to be capital projects. Opportunities may be implemented through joint efforts by the public and private sectors. In this study, emphasis was placed on identifying opportunities that may attract private investment.

Tourism Theme*

A tourism theme is a unifying idea which focuses activities, facilities, and programs on a complementary set of tourism related experiences.

Tourist

A tourist is any person travelling in excess of 80 kilometres (50 miles) from his/her home, on a trip for which at least one purpose is personal enjoyment.

APPENDIX C - FIELD INTERVIEW PROCEDURES

During the course of this study, the consultants visited every area in Zone 7 accessible by automobile. This extensive personal visitation had the following purposes:

.1 update and confirm the known inventory of tourism related facilities, services and resources,

.2 interview a cross-section of individuals, primarily private sector, for their input and opinions about the tourism and recreation industry in Zone 7, and

.3 view as many of the Zone's natural and man-made features as possible to form an impression of the characteristics and quality of the facilities and services in Zone 7.

Interviewed individuals represented a wide range of interests including tourist facility operators, tourist service operators, Evergreen Zone directors, Town councillors, Chamber of Commerce representatives, recreation directors, and retail store owners. A complete listing of persons interviewed appears in Appendix D.

The method of interview was dependent on the community size, services available, and knowledge of individuals who were interviewed.

Information collected by the interview process is a mixture of subject knowledge, factual content, and opinion. To enable the analysis of the information collected, an interview guideline was developed and approved by the Steering Committee. The guideline contained questions aimed at updating the inventory, assessing the present levels and type of promotion, and documenting recent and future facility developments. Individuals were able to express their opinions about the Zone needs, strengths, weaknesses, specific concerns, and the importance of tourism to their local economy. This interview process gave interviewees an opportunity to describe the tourist attractions as they saw them. Relevant comments outside this framework were encouraged.

EVERGREEN TOURISM DESTINATION AREA

Date:__________

Name: ______________ Position:______________ Company:__________

Location:____

1. How important do you think tourism is to the area (economic, social, environmental)?

2. Generally, what is available and of interest to visitors?

3. What are the perceived tourism strengths and weaknesses in your area or zone?

4. What are some of the special features that may relate to historic sites, historical buildings, or historic events in your area? Where are the features located, what are their condition, and how are they being presently used?

5. What are the special cultural or archaeological features in your area and zone?

6. What are the special features that relate to natural resources, i.e., hot springs, sandy beaches, good fishing lakes, or streams?

7. Are you aware of, or know of, the source of information for the number and origin of visitors to events and attractions in your area?

8. Any ideas or opportunities for the improvement, expansion, or development of tourism in the area? What are the possibilities of private sector involvement? Are there constraints? If yes, what are they and how can they be corrected?

9. What local or regional activities could be further promoted or developed to increase tourism?

10. What services need to be improved or developed to increase tourism?

11. What is presently being done in the zone to promote tourism?

12. Are you concerned about any specific issues as they may relate to the tourism industry in your area or zone?

13. Any omissions from Inventory?

14. Any indicators of tourism demand (i.e., occupancy, origin of visitor, length of stay, type of equipment being sold, interest of customers)?

APPENDIX D - LIST OF CONTACTS

Agency/Organization	Name	Affiliation
A) BIOPHYSICAL INVENTORY & ANALYSIS		
Alberta Energy and Natural Resources	Jim Gendron	Resource Evaluation and Planning
	Frank Staubitz	AFS, Recreation Land Use
	John Marczyk	Integrated Planning
	Various Staff	Info. Centre
	Diane Griffin	Natural Areas
	Richard Shelford	Land Classification
	Diana Gardiner	Land Classification
	Nevill Ferguson	Land Classification
	Sudi Kocaglu	Land Classification
	Al Bibaud	F&W, Habitat Protection
	Carl Hunt	F&W, Fish Biologist
	Ed Gilmore	Groundwater Information
	Dave Berry	F&W, Fish Biologist
Alberta Recreation and Parks	Ann Charton	Parks Planning
Alberta Environment	Ted Dykstra	Planning Division
Alberta Transportation	Dick Sawchuck	Transportation Planning
Yellowhead Regional Planning Commission	Andi Swiderski	Planner
Agriculture Canada	Dr. W.W. Pettapiece	Soil Survey
Alberta Fish and Game Association	Paul Mork	Director

LIST OF CONTACTS (Cont'd)

Agency/Organization	Name	Affiliation
B) CULTURAL AND HISTORICAL INVENTORY		
Alberta Culture	Bruce Ball	Archaeological Survey
	Dr. Philip Currie	Tyrrell Museum of Palaeontology
	Ian Clarke	Historic Sites Service
	Gunther Ruppel	Historic Sites Service
	Bryan Melnyk	Historic Sites Service
	Bill Tracy	Historic Sites Service
	Dr. John Lunn	Museum Services
	Michael Carley	Archaeological Survey
	Jim Pennell	Archaeological Survey
Alberta Recreation and Parks	Barry Manchak	Planning Branch
	Ken Erdman	Operational Planning
	Dianna Thompson	Visitor Services Branch
	Deborah Verhagen	Operational Planning
	Michael Ross	Recreation Development
Alberta Research Council	Dr. John Godfrey	Geologist
Parks Canada	Andrew Gunn	Centennial Coordinator
	Diana Sim	Historic Resource Officer
Edson, Town of	Diana Grant	Recreation Department
	Jean Hatlen	Historical Society
Stony Plain	Lene Holgerson	Multicultural Heritage Centre

LIST OF CONTACTS (Cont'd)

Agency/Organization	Name	Affiliation
C) PHYSICAL TOURISM RESOURCES		
COMMUNITIES:		
Alberta Beach		
Alberta Beach, Village of	Mrs. B. Lehman	Municipal Administrator
Carvel		
	Joan Washylk	Businesswoman, Carvel
Drayton Valley		
Blackgold Inn	Keith Greenhall	Convention Manager
Ceasars Inn	Chris Kelepouris	General Manager/Owner
Drayton Valley, Town of	M. Doel	Town Manager
	Jim Wolff	Chairman of Economic Development Committee, Council Member and School Teacher
	Dennis Woolsey	Recreation Director
Edmonton Beach		
Edmonton Beach, Village of	F.K. Watus	Municipal Administrator

LIST OF CONTACTS (Cont'd)

Agency/Organization	Name	Affiliation
Edson		
Chamber of Commerce	Lionel Stewart	President and Businessman
Edson, Town of	D. Jones	Town Administrator
Edson Travel Agency	Ernie Mushtuk	Owner/Operator
Evergreen Tourist Association	David Capp	Manager, Edson
	Jerry Doyle	Director, Chairman, Economic Development Committee Town of Edson
	Joe Folk	Director, Edson
	Ruth Pratt	Director, Edson
Gregg River Resources	Charles Bishop	Industrial Relations Officer
Improvement District No. 14	B. Irmen	Manager
I.G.A. Store	Ron Linford	Manager
Plainsman Motor Inn	Wing Mah	Catering Manager
Ron's Outdoor Supplies	Ron Schlender	Proprietor
Silver Summit	Lois Corns	Representative
Entwistle		
Entwistle, Village of	Ms. D. Field	Mayor

LIST OF CONTACTS (Cont'd)

Agency/Organization	Name	Affiliation
Evansburg		
Evansburg, Village of	Mrs. J. Halpin	Municipal Secretary
Grande Cache		
B.C. Forest Products	Bob Beard	Representative
Chamber of Commerce	Colleen Gross	President and Member of Tourism Society
Evergreen Tourist Association	Lil Sprecher	Director, Evergreen Tourist Association, Businesswoman, Member of Tourism Society, Grande Cache
Grande Cache, Town of	Alex Didow	Businessman and Town Council Member, Grande Cache
	D. Dukart	Municipal Administrator
	Dolly Patterson	Businesswoman, Town Council Member, Member of Tourism Society, Grande Cache
	Jack Slimmon	Businessman and Chairman of Tourism Society, Grande Cache

LIST OF CONTACTS (Cont'd)

Agency/Organization	Name	Affiliation
Grande Cache, Town of	Vic Stapleton	Recreation Director, Grande Cache
Gunn		
Killdeer Beach Resort	Ernie & Linda Aquin	Owners
Hinton		
Black Cat Guest Ranch	Jerry & Mary Bond	Operators, Brule
Blue Lake Centre	Terry Whitely	Director, Hinton
Canadian National Railway	Ken Snider	C.N.R. Passenger Agent
Chamber of Commerce	Terry Kilborn	Businessman and President of Chamber of Commerce, Hinton
Folding Mountain Campground	Bert Swain	Operator, Jasper Park Gate
Hinton, Town of	D. Bartley	Town Manager
	Ed Brandt	Recreation Director
	Ted Hicks	Development Officer
	Noel Lapierre	Director, Businessman and Council Member, Town of Hinton
	Gerald K. Repecka	Economic Development Coordinator, Hinton

LIST OF CONTACTS (Cont'd)

Agency/Organization	Name	Affiliation
Hinton, Town of	Piet Steen	President of Evergreen Tourist Assoc., Businessman, Council Member
	Gordon Tochur	Businessman and Former Mayor of Hinton
Inn West	George Wisznowski	General Manager, Hinton
Overlander Motor Lodge	Gwen & Stockwell Day	Resort Operators, West of Hinton
St. Regis Pulp Mill	Karen Anderson	Public Relations Officer
Lodgepole		
	Doug Boliznatz	Service Station Operator, Lodgepole
	Andrew Pludek	Businessman, Lodgepole
Pine Inn Motel	Carol Sargent & Jean Varga	Staff, Lodgepole
Mayerthorpe		
Evergreen Tourist Association	Chris Stockall	Information Centre Counsellor
Mayerthorpe, Town of	Darryl Brown	Council Member
	Wanda Cowley	Director, and Newspaper Publisher
	Jim and Pearl LeClerq	Business People and Council Member (J. LeClerq)
	Ed Mitchell	Municipal Secretary

LIST OF CONTACTS (Cont'd)

Agency/Organization	Name	Affiliation
Trades Motel	Dave Eldon	Motel Manager
Trudzik's Farm	Ruth Trudzik	Farmer/Animal Mini-park Operator
Ninton Junction		
Arlann Campground	Arlie Smith	Operator
Onoway		
Onoway, Village of	T. Slemko	Mayor
Sangudo		
Chamber of Commerce	Norm Pederson	Chamber of Commerce Member
	Joan Roch	Chamber of Commerce Member
Evergreen Tourist Association	Sam Lemko	Businessman and Director of Evergreen Tourist Association
Sangudo, Village of	W. McMillan	Mayor
Seba Beach		
Evergreen Tourist Association	Eris Gruhn	Director of Evergreen Tourist Association, Businesswoman, and Former Mayor of Seba Beach
Poplar Springs Park	Mrs. Steve Panteluk	Owner/Operator
Seba Beach, Village of	L. Larose	Municipal Administrator

LIST OF CONTACTS (Cont'd)

Agency/Organization	Name	Affiliation
Spruce Grove		
Chamber of Commerce	Donelda Laing	Manager, Director of the Evergreen Tourist Association
	Carolyn Mitchell	Administrative Secretary
Grove Motor Inn	Ed Kalynchuk	Manager
J. Huber & Sons	Ed Huber	Proprietor
Jack's Drive-Inn	Ed Cox	Proprietor
Rose Country Sports	Warren Bass	Proprietor
Spruce Grove, Town of	John Stasiuk	Town Manager
Westridge Park Lodge Resort	Donna Aitken	Convention Manager
Stony Plain		
Chamber of Commerce	Ron Bardack	President
Hubbles Lake Resort and Campground	Jake Harder	Resort Operator, Stony Plain
Multicultural Heritage Centre	Lene Holgerson	Executive Director, and Director of the Evergreen Tourist Association
	Bridget Wingate	Administrative Assistant
Parkland, County of	O. Schuster	Administrator

LIST OF CONTACTS (Cont'd)

Agency/Organization	Name	Affiliation
Stony Plain (Cont'd)		
Stony Motor Inn	Wendy Livingstone	Desk Clerk
Stony Plain Information Centre	Geraldine Scheideman	Summer Student
Stony Plain, Town of	Herbert Kotscherofski	Mayor of Stony Plain and Director of the Evergreen Tourist Association
Swiss Valley Ski & Recreation Ltd.	Pat Goddard	Owner
Wabamun		
Trans-Alta Utilities Corp. Keephills Generating Station	Jim Benedict	Supervisor
Wabamun, Village of	F. Lindsay	Mayor
GENERAL:		
Alberta Snowmobile Association	Glen Kingdom	Vice President, North Region
	Roger Pilman	President
Alexis Indian Band	Philip Cardinal	Band Manager
Barrhead, County of	A.W. Charles	Manager
Casual Tours	Dale Holtby	Manager, Edmonton
Coopers Lybrand	John Wright	Chartered Accountant
Diversified Tours	Dick Kobasiuk	Manager, Edmonton
Edmonton Convention and Tourism Authority	Marla Daniels	Manager of Tourism & Visitors
	Smar Ghossein	Information Officer
	Tanya Nedd	Information Officer

LIST OF CONTACTS (Cont'd)

Agency/Organization	Name	Affiliation
Edmonton Metropolitan Regional Planning Commission	Librarian	
Enoch Indian Band	Cec Armstrong	Band Manager
G.W. Associates Consulting Ltd.	Frank Reiss	Consultant
Lac Ste. Anne, County of	Arnold Koberstein	Commissioner
Lake Eden Resort	Erwin Zeiter	Operator
Luscar Sterco (1977) Ltd.	Bill Hume	Director of Technical Services
MacGregor Real Estate	Hilda Camplin	Realtor, Edmonton
Majestic Tours	Carol Pulfer	Representative, Edmonton
Pathway Associates	G. Sawyer	Historical Researcher
Peat Marwick	Brian Trypka	Chartered Accountant
Time Air	Richard Barton	President
Tomahawk Canoe Trips	Greg Hunter	Representative
Trans-Alta Utilities Corp.	Lynn Singleton	Manager, Public Affairs, Calgary
Travel Industry Assoc. of Alberta	Jill Nish	Executive Director
Wapiti Air Service	Dale Wells	Chief Pilot/Manager
Westland Development Consultants	Mel Woolley	Consultant
Yellowhead Highway Assoc.	Jack Smith	Executive Director
Yellowhead Regional Planning Commission	Dominique Ruggieri Andi Swiderski	Planning Officer Municipal Planner

LIST OF CONTACTS (Cont'd)

Agency/Organization	Name	Affiliation
GOVERNMENT:		
Alberta Agriculture	Mel Miller	Land Use Co-ordinator
Alberta Culture	A. Capelle	Co-ordinator, Sites Services
	Dr. John Lunn	Museum Services
Alberta Department of Environment	Alan Neuman	Environmental Health
Alberta Economic Development	Vic Hamm	Urban Transportation
Alberta Energy and Natural Resources	Les Cooke	ADM, Resource Evaluation and Planning Division
	John Marczyk	Integrated Planning Section
	Fred McDougall	Deputy Minister
	Ed Pichota	Alberta Forest Service, Edson
	Frank Staubitz	AFS, Recreation Land Use
	Librarian	Resource Centre Library
	Barry Rogers	Forest Land Use Branch
	Tony Sekora	AFS, Edson
Alberta Legislative Assembly	Shirley Cripps	MLA, Drayton Valley
	Bill F. Purdy	MLA, Stony Plain
	The Honourable Dr. Ian C. Reid	MLA, Edson, Minister of the Department of Solicitor General

LIST OF CONTACTS (Cont'd)

Agency/Organization	Name	Affiliation
	The Honourable Peter Trynchy	MLA, Whitecourt, Minister of Recreation and Parks
Alberta Municipal Affairs	Dr. Louis Antoine Dernoi	Research and Development Branch
	G.C. Powers	Research and Development Branch
	David Thompson	Special Projects Manager
Alberta Recreation and Parks	Ann Charlton	Planning Section
	Art Forsen	Parks Division, Rimbey
	W. Martindale	Parks Division
	Dave Perraton	Design and Implementation
	Roger Reilander	Parks Division, Wabamun Provincial Park
Alberta Transportation	Gordon Halls	Director, Systems Planning
	Darius Kanga	Supervisor, Traffic Information
	Jack Marko	Traffic Information
	Al Werner	Manager, Planning Services
	Al Willard	Director, Program Mgt. Branch
Indian Affairs and Northern Development	Ben Chartrand	Land/Records Surveys Officer
Provincial Museum of Alberta	Bookshop Staff Member	Edmonton

LIST OF CONTACTS (Cont'd)

Agency/Organization	Name	Affiliation
Statistics Canada	Janice Ife	Information Officer, Ottawa
Transport Canada	Brian Boyle	Airport Planning
	Jeff Horner	Airport Planning
Travel Alberta	Jan Bloomfield	Development Branch
	Zen Bodnar	Development Branch
	Danny Cherney	Marketing Branch
	Don Hayes	Tourism Division
	Robin Kneeland	Research & Analysis Branch
	David Lapp	Development Branch
	Enid Markus	Research & Analysis Branch
	Sheryl Masters-Mrazek	Marketing Branch
	Louise McGillivray	Development Branch
	Fred McMullen	Research & Analysis Branch
	Sid Nieuwenhuis	Research & Analysis Branch
	Donna Poon	Development Branch
	Don Syrnyk	Research & Analysis Branch
	Bill Warren	Development Branch
	Bruce Wilson	Development Branch

APPENDIX E - MARKET CHARACTERISTICS*

1. ORIGIN OF VISITORS

	ALBERTA	EVERGREEN ZONE		
			1 night or more	
	All Visitors	All Visitors	Total	Main Destination
PLACE OF RESIDENCE				
Canada				
- British Columbia	31.4%	38.4%	43.6%	45.0%
- Saskatchewan	17.6%	8.7%	11.6%	15.9%
- Manitoba	7.7%	6.5%	13.2%	10.7%
- Ontario	9.7%	10.0%	6.1%	3.8%
- Quebec	1.6%	1.3%	0.2%	-
- Nova Scotia	0.6%	0.4%	0.7%	1.8%
- New Brunswick	0.7%	0.6%	-	-
- Prince Edward Island	+	+	0.2%	-
- Newfoundland	0.2%	+	0.1%	0.4%
- Yukon	0.3%	0.3%	-	-
- North West Territories	1.6%	3.3%	1.8%	0.6%
UNITED STATES	22.5%	23.7%	16.2%	10.1%
- Pacific Northwest	2.7%	1.9%	2.4%	-
- California	3.9%	3.5%	2.1%	1.9%
- N.W. States	7.4%	0.5%	0.2%	-
- S.W. States	2.1%	1.8%	3.0%	3.4%
- W.N. Central	2.2%	2.9%	3.1%	1.9%
- W.S. Central	1.8%	1.3%	0.5%	-
- E. Central	2.2%	3.0%	2.9%	0.7%
- N.E. Seaboard	2.0%	3.4%	1.0%	-
- S.E. Seaboard	1.5%	1.6%	0.3%	0.4%
- non-contiguous U.S.	0.7%	3.7%	0.7%	1.9%
- Alaska	0.6%	3.5%	0.1%	-
- Hawaii	0.1%	0.2%	0.6%	1.9%
Other Countries	5.9%	6.7%	6.0%	11.3%
- Europe	4.4%	5.8%	4.4%	9.2%
- U.K.	2.2%	1.8%	3.1%	7.2%

+ less than 0.05%

* Source: 1982 Alberta Travel Survey

APPENDIX E - MARKET CHARACTERISTICS

2. HOUSEHOLD PROFILES - NON-ALBERTA RESIDENTS

	ALBERTA	EVERGREEN ZONE		
			1 night or more	
	All Visitors	All Visitors	Total	Main Destination
TOTAL WEIGHTED HOUSEHOLDS (OOO'S)	2102 100.0	353 100.0	78 100.0	23 100.0
NUMBER IN HOUSEHOLD				
1	14.2	11.5	10.9	14.4
2	34.3	42.7	42.4	32.8
3	14.8	13.4	10.4	13.7
4	17.3	15.6	19.5	21.8
5	9.8	10.2	7.3	8.6
6	4.1	3.2	0.9	1.7
7	1.4	1.5	0.8	1.0
8	0.6	0.4	0.9	4.3
9 or more	1.4	0.3	0.1	-
REFUSED/NOT STATED	2.2	1.3	0.7	1.7
AVERAGE SIZE	3.03	2.89	2.75	3.08
PRESENCE OF CHILDREN				
UNDER 18				
YES	36.6	31.0	29.6	39.7
NO	61.0	67.7	69.5	58.6
REFUSED/NOT STATED	8.4	1.3	0.9	1.7
UNDER 6				
YES	14.3	11.9	11.6	22.3
NO	32.8	86.3	85.3	76.0
REFUSED/NOT STATED	2.8	1.7	3.1	1.7

APPENDIX E - MARKET CHARACTERISTICS

2. HOUSEHOLD PROFILES - NON-ALBERTA RESIDENTS (Cont'd)

	ALBERTA	EVERGREEN ZONE		
			1 night or more	
	All Visitors	All Visitors	Total	Main Destination
AGE OF CHIEF WAGE EARNER				
UNDER 45	48.8	43.2	40.0	47.9
45 and over	48.4	55.4	58.9	50.4
REFUSED/NOT STATED	2.9	1.4	1.1	1.7
EDUCATION OF CHIEF WAGE EARNER				
NO FORMAL EDUCATION	0.6	0.4	0.5	0.5
SOME GRADE SCHOOL	3.2	1.9	3.1	1.5
COMPLETED GRADE SCHOOL	5.6	7.0	5.0	6.9
SOME HIGH SCHOOL	13.3	15.3	23.9	17.1
HIGH SCHOOL GRADUATE	20.8	20.1	22.9	24.3
SOME VOCATIONAL OR TECHNICAL SCHOOL	6.1	7.3	7.5	14.4
VOCATIONAL OR TECHNICAL GRADUATE	10.8	12.1	10.5	6.3
SOME UNIVERSITY	9.9	10.7	7.3	10.1
UNIVERSITY GRADUATE	14.4	13.7	11.1	10.4
POST-GRADUATE	9.9	8.7	3.5	3.7
REFUSED/NOT STATED	5.4	3.0	4.3	4.8

APPENDIX E - MARKET CHARACTERISTICS

2. HOUSEHOLD PROFILES - NON-ALBERTA RESIDENTS (Cont'd)

	ALBERTA	EVERGREEN ZONE		
			1 night or more	
OCCUPATION OF CHIEF WAGE EARNER	All Visitors	All Visitors	Total	Main Destination
MANAGERIAL	8.8	7.6	6.8	7.9
OTHER PROFESSIONAL	17.4	17.1	10.1	10.3
TECHNICAL	5.7	5.2	5.6	6.5
CLERICAL	6.8	8.1	12.5	4.3
SALES	4.1	4.3	3.3	2.0
FARMER OR FARM WORKER	5.1	4.4	3.6	6.4
LOGGER/FISHERMAN/TRAPPER/ HUNTER/MINER/QUARRYMAN/, OR RELATED WORKER	1.8	1.0	2.7	2.9
CRAFTSMAN/PRODUCTION/ PROCESSOR/INDUSTRIAL WORKER	7.6	6.5	13.7	4.8
LABOURER	11.2	14.5	11.4	13.7
RETIRED	14.9	17.0	20.4	15.1
HOUSEWIFE	0.2	0.3	0.5	1.1
STUDENT	0.8	1.1	0.6	-
MILITARY & PARA-MILITARY	1.1	3.9	0.7	0.2
UNEMPLOYED	0.8	0.4	0.7	0.2
SELF-EMPLOYED	7.4	3.8	6.1	14.4
OTHER	2.7	2.7	1.2	5.2
DON'T KNOW/REFUSED/ NOT STATED	3.7	1.9	2.3	5.2

APPENDIX E - MARKET CHARACTERISTICS

2. HOUSEHOLD PROFILES - NON-ALBERTA RESIDENTS (Cont'd)

	ALBERTA	EVERGREEN ZONE		
			1 night or more	
	All Visitors	All Visitors	Total	Main Destination
ANY OTHER HEAD OF HOUSEHOLD EMPLOYED OUTSIDE HOME				
YES	33.7	37.9	41.0	29.5
NO	47.5	47.7	45.0	53.1
NO OTHER HEAD OF HOUSEHOLD	14.2	11.5	10.9	14.4
REFUSED/NOT STATED	4.6	2.9	3.1	3.0
ANNUAL HOUSEHOLD INCOME				
UNDER $12,000	7.7	7.1	7.2	8.6
$12,000 - $14,999	4.6	5.0	3.3	5.1
$15,000 - $19,999	7.1	8.1	10.4	9.1
$20,000 - $24,999	9.8	9.4	7.8	8.1
$25,000 - $29,999	10.8	11.7	19.7	10.6
$30,000 - $34,999	10.2	11.7	7.2	6.5
$35,000 - $39,999	8.0	11.5	7.9	10.6
$40,000 - $49,999	9.5	9.9	8.2	8.2
$50,000 and over	13.9	14.2	11.6	21.3
REFUSED	7.9	4.1	12.9	5.9
DON'T KNOW/NOT STATED	3.4	7.1	3.8	6.0

APPENDIX E - MARKET CHARACTERISTICS

2. HOUSEHOLD PROFILES - NON-ALBERTA RESIDENTS (Cont'd)

	ALBERTA	EVERGREEN ZONE		
			1 night or more	
	All Visitors	All Visitors	Total	Main Destination
LIFE STAGE				
YOUNG BACHELORS	8.7	6.1	4.4	6.1
YOUNG COUPLES	15.5	15.8	16.5	14.8
YOUNG FAMILIES	12.6	10.8	9.6	17.2
MIDDLE FAMILIES	11.4	10.2	7.4	9.9
OLDER FAMILIES	10.6	8.9	8.5	7.6
GROWN FAMILIES	8.7	10.0	7.7	8.6
OLDER COUPLES	12.6	17.6	19.2	11.1
RETIRED OLDER	9.7	12.4	14.9	9.7
OLDER SINGLE	5.3	5.4	6.5	8.3
NOT STATED	4.7	2.9	5.2	6.8
SOCIO-ECONOMIC LEVEL				
1 - LOW	6.5	5.8	6.6	9.9
2	14.7	15.1	13.5	13.5
3	12.6	16.3	25.7	15.1
4	13.0	13.5	9.6	9.1
5	12.3	11.4	10.5	15.3
6	9.6	9.3	5.8	8.9
7 - HIGH	8.7	7.8	5.4	5.2

APPENDIX F - ORDER OF MAGNITUDE COST ESTIMATES (1983 DOLLARS)

The following tables have been presented to identify cost ranges for specific tourism development opportunities within the Evergreen Zone. Preliminary feasibility analyses have been conducted to determine the viability of the majority of the opportunities. The opportunities were evaluated using several criteria including market assessment, preliminary cost analysis, and locational and accessibility analyses. Some opportunities have been selected strictly on the basis of a qualitative analysis to stimulate further private sector exploration of these ideas.

Order of magnitude cost projections are presented to ensure that the investor carries out a more detailed market and financial analysis before proceeding with any development. A cost range is given because site characteristics, which are extremely variable, will determine the final budget (along with other variables such as inflation and the state of the economy). A question mark (?) has been used when dealing with the development of staging areas and cross country skiing, hiking, equestrian, and snowmobiling trails.*

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* Personal communication with Bob Fedorowich, Visitor Services Planner, Alberta Recreation and Parks, revealed that many site specific and functional variables determine the cost of a staging area or a kilometre of snowmobiling, cross country skiing, hiking, or equestrian trail. Costs can range from $4,000 for five kilometres of snowmobiling trail to $100,000 for a five kilometre interpretive trail.

APPENDIX F - ORDER OF MAGNITUDE COST ESTIMATES (1983 Dollars)

DEVELOPMENT	MACRO ESTIMATED COSTS	PHASING (YEARS)		POSSIBLE INVESTOR			
		0-5	6-10	Prov.	Mun.	Private	Organizations*
Yellowhead Corridor							
o Seasonal accommodation (that can be profitable for a 90 - 120 day season and able to accommodate 4 - 6 adults in each unit) at Spruce Grove, Edson, and Hinton	$5,000 to $10,000 per unit	○				○	
o Interpretive Guide Book (production and printing of 50,000 two colour copies)	$40,000 to $60,000	○		○	○	○	○
o Year round auto access campground at Obed Summit (entry control facility - $50,000) (semi-serviced campground 100 sites x $1,000/site = $100,000) (roads, parking - $50,000) (services, water, sewage and electrical system - $150,000)	$350,000 to $400,000	○				○	
complemented by staging area and hiking, cross country ski, equestrian and snowmobile trails	?	○		○		○	○
o Children's recreation area based on transportation theme and including pothole fishery to be located in Edson	$50,000 to $100,000	○		○	○	○	○

* Organizations could include Associations, Service Clubs, Societies, and Foundations.

APPENDIX F - ORDER OF MAGNITUDE COST ESTIMATES (1983 Dollars)

DEVELOPMENT	MACRO ESTIMATED COSTS	PHASING (YEARS)		POSSIBLE INVESTOR			
		0-5	6-10	Prov.	Mun.	Private	Organi-zations
o Highway 16 travel route beautification through Spruce Grove - store front improvements - landscaping (trees, grass, shrubs) - planters - identified parking areas and pedestrian links	$25,000 to $50,000 per block	o-----o			o	o	o
Edmonton's Lake Country							
o Seasonal or year round campground with recreation facilities and services (i.e., Isle Lake, Lac La Nonne) including serviced campsites, water access, boat launch and pier, equipment rentals, food concession	$500,000 to $750,000 per location	o-----o				o	
o Expansion of Swiss Valley Ski and Recreation Ltd. including additional downhill runs, cross country ski and hiking trails, rental cottages, picnic areas	$500,000 to $1,000,000	o-----o				o	
o Four Season Destination Resort at Wabamun Lake (Paul Indian Reserve) to include water access, beach development, marina and boat launch, piers, service and repair	$5,000,000 to $7,000,000	o-----o				o	

APPENDIX F - ORDER OF MAGNITUDE COST ESTIMATES (1983 Dollars)

DEVELOPMENT	MACRO ESTIMATED COSTS	PHASING (YEARS)		POSSIBLE INVESTOR			
		0-5	6-10	Prov.	Mun.	Private	Organizations
depot, cross-country ski, hiking, equestrian, snowmobile trails, seasonal accommodation, cottages and rental units, food concessions, recreational equipment rentals							
o Auto pull-off, pedestrian viewpoint and interpretive signage at Wabamun (Highvale Coal Mine)	$100,000 to $150,000	o				o	
o Energy Resources Curriculum Guide	$20,000 to $30,0000	o				o	o
o Restore and modify a grain elevator in Stony Plain into an information and visitor service centre, which could include - farmers market - interpretive facility - educational tours - concessions - exhibits and demonstrations - travel information	$500,000 to $750,000	o---	--o	o	o	o	o
o Determine present and alternative uses of Devil's Lake Corral facility through a detailed feasibility and market study	$50,000 to $75,000	o				o	

APPENDIX F - ORDER OF MAGNITUDE COST ESTIMATES (1983 Dollars)

DEVELOPMENT	MACRO ESTIMATED COSTS	PHASING (YEARS)		POSSIBLE INVESTOR			
		0-5	6-10	Prov.	Mun.	Private	Organizations
o Year round auto access campground in the area of Stony Plain/Spruce Grove (entry control facility - $50,000) (semi-serviced campground 100 sites x $1,000/site = $100,000) (roads and parking - $50,000) (services, water, sewage and electrical system - $150,000)	$350,000 to $400,000	o			o	o	
complemented by cross country ski, hiking, and equestrian trails	?	o		o	o	o	o
Paddle River							
o Interpretive signage for Rochfort Bridge	$10,000 to $15,000	o		o			
o Day use facilities adjacent to the Paddle River Reservoir may include picnic areas, hiking, and cross country ski trails	$25,000 to $50,000	o		o			

APPENDIX F - ORDER OF MAGNITUDE COST ESTIMATES (1983 Dollars)

DEVELOPMENT	MACRO ESTIMATED COSTS	PHASING (YEARS)		POSSIBLE INVESTOR			
		0-5	6-10	Prov.	Mun.	Private	Organi-zations
Brazeau Backcountry							
o System of seasonal backcountry lodges and trails (that can be profitable for a 90 - 120 day season and able to accommodate 4 - 6 adults in each unit; conduct additional market and feasibility studies)	$5,000 to $10,000 per unit	o				o	o
	$35,000 to $50,000	o		o	o	o	
o Unmanned interpretive kiosk at a selected location at the Brazeau Dam. Signage at four locations and a brochure explaining hydro electric generation at the Brazeau Dam	$25,000 to $40,000	o		o		o	
Edson							
o Year round auto and R.V. access campground and staging area on the McLeod River near Edson (entry control facility - $50,000) (semi-serviced campground 100 sites x $1,000/site = $100,000)	$350,000 to $400,000	o				o	

APPENDIX F - ORDER OF MAGNITUDE COST ESTIMATES (1983 Dollars)

DEVELOPMENT	MACRO ESTIMATED COSTS	PHASING (YEARS)		POSSIBLE INVESTOR			
		0-5	6-10	Prov.	Mun.	Private	Organi-zations
(roads and parking - $50,000) (services including water, sewage and electrical system - $150,000)							
complemented by cross country skiing, hiking, equestrian, and snowmobile trails	?	o		o	o	o	o
o Expand existing Galloway Station Museum to include transportation history of the Yellowhead Corridor	$500,000+	o-----	o	o	o	o	o
o Downtown and main travel route beautification - store front improvements - landscape material - planters - park benches - identified parking areas and pedestrian links	$25,000 to $50,000 per block	o-----	o	o	o	o	o
Coal Branch							
o Alberta Exploration Guide (production and printing of 50,000 four colour copies)	$75,000 to $125,000	o		o		o	

APPENDIX F - ORDER OF MAGNITUDE COST ESTIMATES (1983 Dollars)

DEVELOPMENT	MACRO ESTIMATED COSTS	PHASING (YEARS)		POSSIBLE INVESTOR			
		0-5	6-10	Prov.	Mun.	Private	Organi-zations
o Year round auto access campground at Cadomin (entry control facility - $50,000) (semi-serviced campground 100 sites x $1,000/site = $100,000) (roads and parking - $50,000) (services to include water, sewage and electrical system - $150,000)	$350,000 to $400,000	o				o	
complemented by staging area, cross country skiing, hiking, equestrian, and snowmobile trails	?	o-----o		o	o	o	o
Hinton							
o Main travel route beautification (upper town along Highway 16) - store front improvements - landscape (trees, shrubs, grass) - planters - park benches - identified parking areas and pedestrian links	$25,000 to $50,000 per block	o-----o		o	o	o	o

APPENDIX F - ORDER OF MAGNITUDE COST ESTIMATES (1983 Dollars)

DEVELOPMENT	MACRO ESTIMATED COSTS	PHASING (YEARS)		POSSIBLE INVESTOR			
		0-5	6-10	Prov.	Mun.	Private	Organizations
o Children's outdoor recreation area adjacent to Hinton's Recreation Centre - picnic tables and shelter - thematic play equipment - landscaping (trees, grass, shrubs) - surface wading pool	$25,000 to $30,000	O			O	O	O
o Catalogue of backcountry roads (production)	$30,000+	O		O		O	
o Brochure to integrate forestry resources (production and printing of 1,000 one colour copies)	$7,500 to $10,500	O				O	
o Orientation theatre in conjunction with Alberta Forestry Musuem or Information Centre	$50,000+	O-----	O	O	O	O	O
o Expansion and improvement of Alberta Forestry Museum	$200,000 to $300,000		O	O	O	O	O
Western Wildlands							
o Connecting links between trails in William A. Switzer Provincial Park and private sector trails (e.g., Black Cat Guest Ranch) that run nearby	?	O-----	O	O		O	

APPENDIX F - ORDER OF MAGNITUDE COST ESTIMATES (1983 Dollars)

DEVELOPMENT	MACRO ESTIMATED COSTS	PHASING (YEARS)		POSSIBLE INVESTOR			
		0-5	6-10	Prov.	Mun.	Private	Organi-zations
o Interpretive materials for Jasper National Park and the Willmore Wilderness Park Area	$20,000 to $30,000	o-----	-o	o		o	o
o Staging areas	?	o-----	-o	o	o	o	o

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